

## MEMORANDUM

DATE: February 3, 2020

TO: Members of the Planning Commission Working Group

Glen Carter, CPT Representative	Odessa Dowdy
John Haldeman	Rich Krapf
Julie Leverenz	Tim O'Connor
Frank Polster	Danny Schmidt

FROM: Tammy Rosario, Principal Planner

SUBJECT: Work Session for Phase 2 of the Engage 2045 Comprehensive Plan Update Process

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Today's work session marks the second meeting of the Planning Commission Working Group (PCWG) as James City County progresses from Phase 1 into Phase 2 of the Engage 2045 Comprehensive Plan update process.

The meeting will focus on a summary of the Engage 2045 first phase of public engagement, Listening and Envisioning, which was conducted November through December 2019. Building from the findings of the James City County Comprehensive Plan Citizen Survey conducted by the UVA Center for Survey Research in April 2019, the Listening and Envisioning phase offered residents and other community stakeholders the opportunity to share their insights on the future of the community.

Residents had two key opportunities to share their feedback. The November 18 Summit on the Future engaged 185 participants at six workshop locations and through a simulcast presentation that allowed participants to engage from home. The second opportunity was an online version of the Summit provided to those that could not make the workshop in real time. Nearly 260 additional participants engaged through the online polling, bringing the total to 441. Participants were given a variety of opportunities to share their ideas about the future, including a polling exercise, a mapping activity, a visual preference survey, and an idea board.

The attached Phase 1 Public Engagement Summary Report documents all of the inputs provided by participants and includes the key themes from the public feedback. The Engage 2045 Project Team (staff and consultants) and the Community Participation Team worked over the last six weeks to review all the inputs and generate the themes and report. The presentation will provide an overview of this process and the key findings and themes from the inputs that can be used to generate revisions to the vision and goals for the plan.

Following the presentation and discussion on public input, the consultants will also share an update on the process of building the integrated land use, transportation and fiscal impact models. They will discuss some basic parameters and assumptions about the type of modeling methodologies and the uses of data and public input to help inform the development of scenarios in the coming weeks.

The Planning Team looks forward to sharing these items with the PCWG, answering questions and receiving feedback as we move through the next phase of the Comprehensive Plan update process.

Attachments:

1. Agenda
2. September 26, 2019 Meeting Minutes
3. Public Engagement Summary Report – Phase 1

**Agenda**  
***Planning Commission Working Group***  
County Government Center, Building F Board Work Session Room  
February 3, 2020  
4:00 p.m.

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- I. Call to Order
- II. Minutes
  - 1. September 26, 2019 Minutes
- III. New Business
  - 1. Summary of Public Engagement – Phase I
  - 2. Update on the Building of the Integrated Land Use, Transportation and Fiscal Impact Models
- IV. Other Items for Discussion
- V. Adjourn

**MINUTES**  
**JAMES CITY COUNTY PLANNING COMMISSION WORKING GROUP**  
**REGULAR MEETING**  
**County Government Center, Building F Board Work Session Room**  
**101 Mounts Bay Road, Williamsburg, VA 23185**  
**September 26, 2019**  
**6:00 P.M.**

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**A. CALL TO ORDER**

Mr. Jack Haldeman called the meeting to order at approximately 6:00 p.m.

**B. ROLL CALL**

Present:

Glen Carter

Odessa Dowdy

Jack Haldeman

Rich Krapf

Julie Leverenz

Frank Polster

Danny Schmidt (arrived 6:45 p.m.)

Absent:

Tim O'Connor

Staff:

Paul Holt, Director of Community Development

Tammy Rosario, Principal Planner

Alex Baruch, Senior Planner

Tom Leininger, Planner

John Risinger, Community Development Assistant

Other:

Leigh Anne King, Clarion Associates

Vlad Gavrilovic, EPR

**C. MINUTES**

There were no minutes.

**D. NEW BUSINESS**

Ms. Tammy Rosario stated that it was the first meeting of the Planning Commission Working Group (PCWG) for the Comprehensive Plan update process. She stated that the PCWG and the Community Participation Team (CPT) lead the Comprehensive Plan review process. She stated that the meeting would cover the Comprehensive plan update process, the public engagement plan and branding, scenario planning and modeling, and a discussion of issues and opportunities.

Ms. Rosario stated that everyone in the County has a role to play in the Comprehensive Plan update process. She stated that citizens of the County would provide input on the vision, goals and policy directions for the Comprehensive Plan update. She stated that the



CPT has the responsibility of encouraging, facilitating and reporting input from public engagement. She stated that the Planning Team would be comprised of County staff and consultants. She stated that the Planning Team would meet with the PCWG to review public engagement themes, to guide and monitor the scenario planning and modeling process and to receive input from the PCWG for the analysis and technical work associated with the Comprehensive Plan update.

Ms. Rosario stated that the PCWG will have additional responsibilities when the update process shifts to developing policies and reviewing the draft Comprehensive Plan. She stated that in the later phases of the update, the PCWG will meet on a more frequent basis. She asked if there were any questions or comments before the rest of the discussion.

There were none.

## 1. Comprehensive Plan Update Process

Mr. Vlad Gavrilovic, EPR, introduced himself and Ms. Leigh Anne King of Clarion Associates. He presented information regarding the overall planning process in the County. He stated that the Comprehensive Plan sets long-term policy priorities for the County. He stated that the Strategic Plan sets work priorities for a five-year time frame. He stated that the annual budget and Capital Improvement Projects (CIP) process set funding priorities. He stated that initiatives and projects implement priorities on a yearly basis.

Mr. Gavrilovic stated that the currently adopted Strategic Plan recommends initiatives that will be completed during the Comprehensive Plan update. He stated that the Strategic Plan recommends evaluating the fiscal impact of large land use changes. He stated that another recommendation is to evaluate the cumulative fiscal, infrastructure, community character and environment impacts of expanding the Primary Service Area (PSA). He stated that another recommendation was to refine the fiscal impact model to assess the impacts of development on the County's fiscal health.

Mr. Gavrilovic stated that the Comprehensive Plan update would be a two-year process and would have five phases. He presented a graphic depicting the important milestones for the PCWG throughout the process. He stated that PCWG meetings may occur more frequently in Phases 3 through 5. He stated that Phase 1 was to lay the foundation for the process. He stated that Phase 2 would include the scenario planning and model building work. He stated that a meeting for the PCWG would be held in January or February to present a summary of community engagement data that had been gathered and to provide an update on the model building and draft scenarios developed from the public input. He stated that they would present scenarios for three alternative futures in Phase 3 and the PCWG would affirm the preferred scenario. He stated that Phase 4 would include starting to build the draft plan. He stated that a full draft plan would be presented in Phase 5. He asked if there were any questions or comments.

There were none.

## 2. Public Engagement and Communications

Ms. King stated that three CPT meetings have taken place so far. She stated that the CPT meetings have been focused on building the public engagement and communications plans. She presented a list of engagement objectives identified by the CPT. The list includes:

- Community members will be given the choice and access to engage in the planning process through multiple activities.

- Educational opportunities will advance the community's understanding of critical planning issues.
- Public engagement efforts will seek to engage a diversity of residents that is representative of the community.
- Participants' opinions will be respected, well documented, and will help inform policy direction in the Plan.
- Public engagement efforts will seek to inspire trust and continued interest and involvement in the process.
- Clear Documentation, project publicity, and engagement activities will articulate how public inputs have been used to inform policy direction throughout the process.
- Community engagement will be record breaking and surpass statistics of past planning efforts.

Ms. King stated that there would be four periods of public engagement that would correspond to the phases of the update process. She stated that the periods of public engagement would be to listen and envision, explore and test, decide and affirm, and to plan and implement.

Ms. King stated that the CPT has also worked on branding for the community engagement portion of the update process. She stated that the CPT voted to name the community engagement process "Engage 2045: Share your ideas, Shape our community". She presented the logo that was developed to represent the Engage 2045 process.

Mr. Rich Krapf stated that the logo looked nice.

Mr. Haldeman agreed.

Ms. Julia Leverenz agreed.

Ms. King stated that the key messages chosen for the Engage 2045 process include:

- Engage 2045 is the critical opportunity to shape our community's future and drive real action.
- This process will focus on educating residents and eliciting their opinions.
- County leaders are listening and want to hear from you.
- All opinion and ideas will be considered, and policy direction will be driven by community support.

Ms. King asked if there were any questions about the key messages or the branding process.

Mr. Haldeman stated that he thinks it is important to link the decisions and outcomes to the community input that was received.

Ms. King stated that decisions and their links to public inputs could be documented throughout the process.

Mr. Krapf stated that the website for the Comprehensive Plan should present the information in summaries that are easy to understand and have the technical information linked to the summaries. He stated that citizens could choose which information they want to read.

Mr. Gavrilovic stated that it would be important to provide clear summaries about the modeling process as it is very technical.

Mr. Frank Polster asked if any of the funding for the Comprehensive Plan update would contribute to updating the Strategic Plan.

Mr. Paul Holt stated that the Comprehensive Plan update funding would not be used to update the Strategic Plan.

Mr. Polster stated that it would be important to explain the links between the Strategic Plan and the Comprehensive Plan update.

Ms. King stated that summaries could be added to the website to explain the connections.

Mr. Polster stated that links could be made between findings of the citizen survey and the modeling so residents could see how decisions would influence the County.

Mr. Gavrilovic stated that the modeling could show impacts based on patterns of growth.

Mr. Krapf asked if the modeling would be done with software that can visually show the effects of development.

Mr. Gavrilovic stated that the land use models would use software called CommunityViz.

Ms. Leverenz stated that the CPT had discussed that the fourth key message should reflect that community input would inform decisions but not necessarily determine. She stated that some of the community input may contradict other community input and an informed decision would have to be made.

Ms. King stated that they would check the language of the messages to ensure they are not misinterpreted. She asked if there were any other questions.

There were none.

### 3. Scenario Planning and Modeling

Mr. Gavrilovic stated that the scenario planning process would organize potential future outcomes into alternate land use scenarios. He stated that the land use scenarios would be tested through the land use, cumulative impacts and fiscal impact models. He stated that the results of the modeling would be publicly available. He stated that the preferred land use framework would be selected and used to build the Comprehensive Plan. He stated that the models would have leave behind models for ongoing use by the County.

Mr. Gavrilovic stated that the land use model would use control totals for population and employment. He stated that using the same population totals and growth would allow for comparisons to be made between other factors. He stated that the model would allocate growth based on place types and suitability factors.

Mr. Polster asked for an example of suitability factors.

Mr. Gavrilovic stated that suitability factors would be covered later in the presentation. He stated that the place types are derived from the Hampton Roads Transportation Planning Organization (HRTPO) regional land use model. He stated that using the place types from the HRTPO regional land use model will allow the regional travel demand model to be used to model transportation impacts.

Mr. Polster asked how specific the travel demand model is and how accurate it is with the

current transportation in James City County.

Mr. Gavrilovic stated that the Virginia Department of Transportation (VDOT) would be releasing the 2045 regional travel demand model in the next month. He stated that the consultants would assess the model to determine how well it works at the County level. He stated that Transportation Analysis Zones (TAZs) could be added to increase the accuracy.

Mr. Polster stated that the travel demand modeling may be a great benefit to the County when making transportation decisions.

Mr. Haldeman asked how the control totals for population are determined.

Mr. Gavrilovic stated that the control total would be the projection from the HRTPO.

Mr. Polster stated that the population projections from the Weldon Cooper Center account for the number of undeveloped parcels. He asked what factors are used to determine the projections in the HRTPO data.

Mr. Gavrilovic stated that the Hampton Roads Planning District Commission (HRPDC) determines what variables are used for calculating the population projection.

Mr. Polster stated that the number of undeveloped parcels is fundamental to the projections from the Weldon Cooper Center. He asked if the population projection from the HRTPO would be a deviation from that.

Mr. Gavrilovic stated that he could forward documentation on how the HRPDC calculates population projection to the PCWG members. He stated that the information could be added to the website so that the public can see how the population projection is determined.

Mr. Polster asked if the population control total would be changed for different scenarios.

Mr. Gavrilovic stated that the scenarios would focus on where growth will happen and not the amount of growth. He stated that the land use model would focus on the impact of policy decisions and not on the total amount of growth.

Mr. Polster stated that modeling had been completed for the County's demand for potable water through 2060. He stated that the model used population projections from the Weldon Cooper Center. He stated that it may cause an issue with the cumulative impact model when assessing the water needs.

Mr. Gavrilovic stated that they would review the model for the County's potable water demand and determine how it will fit into the cumulative impact model.

Mr. Gavrilovic presented a list of potential suitability factors that could impact land uses. He stated that growth in higher knowledge industries could favor mixed use developments. He stated that growth in the retirement aged population could favor low density residential. He stated that there could be suitability factors based on spatial attractors. He stated that those suitability factors could be growth along waterfronts, existing centers of activity and cultural tourist attractions. He stated that there could be special suitability factors could also be detractors such as having less growth near the interstate. He presented a timeline for the development of the land use model.

Mr. Danny Schmidt arrived at this time.

Mr. Gavrilovic stated that the fiscal impact model would assist the County with evaluating the fiscal impact of land use decisions, infrastructure projects, and policy choices. He stated that there would be two forms of the fiscal impact model. He stated that a cumulative impact model would evaluate the fiscal impact of growth under long-term scenarios and the project level model would evaluate the fiscal impact of development proposals. He stated that both types of fiscal impact models would address operating and capital costs and allow testing and comparisons of scenarios. He stated that the fiscal impact models would need to be updated annually with budget and demographic information.

Mr. Krapf asked if the project level model would be made available to developers when they are submitting proposals.

Mr. Polster asked how impacts on the environment would be considered in the scenario planning and modeling process.

Mr. Gavrilovic stated that the land use model could account for some environmental factors.

Mr. Polster asked if the modeling could account for rural conservation efforts such as the Purchase of Development Rights (PDR) program.

Mr. Gavrilovic stated that assessments for community character of rural areas could be done manually with data from the model. He stated that different scenarios could be developed based on the level of growth in rural lands to make comparisons.

Mr. Polster stated that the Lower Chickahominy Study showed that there are benefits to conserve land.

Mr. Gavrilovic stated that the PDR program and Agricultural and Forestal Districts (AFDs) are examples of implementation strategies. He stated the models could provide data to make informed decisions on implementation strategies.

Mr. Polster asked if the scenario planning and modeling process could have outputs for restrictions on growth or if parcels were to be designated for less intensive uses.

Mr. Gavrilovic stated that the land use model wouldn't be parcel specific. He stated that areas could be given different place types or be set as no build zones.

Mr. Danny Schmidt stated that he would like clean energy sources such as solar farms to be considered in the modeling.

Mr. Gavrilovic stated that the leave behind models could assist the County in making decisions regarding development proposals for clean energy.

Mr. Gavrilovic stated that the fiscal impact models will analyze impacts over a length of time.

Mr. Polster asked if the fiscal impact models would use data collected from the General Services Department.

Ms. Rosario stated that consultants from Tischler Bise will coordinate with the General Services Department regarding available data.

Mr. Gavrilovic presented a timeline for the fiscal impact model.

Mr. Gavrilovic stated that the travel demand model would be developed by Michael Baker International. He stated that the travel demand model would analyze the number, destination, mode of transportation, and the routes of trips in the County. He stated that the model will give data for the volume, travel times, speeds, and miles of travel for trips in the County. He presented examples of outputs generated by travel demand models. He presented a timeline for the development of the travel demand model.

Mr. Gavrilovic presented a timeline of events in the next three months for the Comprehensive Plan update. He stated that CPT meetings would be held in October and November with a focus towards hosting a public forum in November. He stated that scenarios for the modeling would be developed in December and January and presented to the PCWG in January or February. He asked if there were any questions or comments.

Mr. Polster stated that he would have liked to read the presentation materials before the meeting. He asked for presentations to be distributed to the PCWG prior to future meetings.

Mr. Gavrilovic stated that the presentation materials could be provided before meetings in the future and that they could be added to the website as well.

#### 4. Issues and Opportunities Discussion

Ms. King stated that they would frame the discussion of issues and opportunities to focus on long-term issues. She asked the PCWG to share their issues, opportunities, and perspectives for the Comprehensive Plan update.

Mr. Polster stated that the availability and demand of potable water is a key issue to be considered during the Comprehensive Plan update. He stated that a study conducted by the James City Service Authority (JCSA) found that the County's current groundwater withdrawal permits would be completely used by the currently developed lots and the lots available to be developed. He stated that potential reductions in the groundwater withdrawal permits may inhibit growth in the future. He stated that the demand of potable water should be part of the scenario planning process.

Mr. Schmidt stated that potential reductions in the groundwater withdrawal permits may require alternative sources of potable water.

Ms. King stated that an answer to the potable water availability issue would likely not be reached during the Comprehensive Plan update process. She stated that it could be considered as a development constraint in the scenario planning and modeling process.

Mr. Gavrilovic stated that while certain factors such as potable water availability may limit growth, long-term projections could still provide useful data for decision-making. He stated that potable water sources could be considered in different scenarios for the fiscal impact model.

Mr. Polster stated that it should be considered in the scenarios for the land use model.

Mr. Haldeman stated that conservation of open space and rural lands is an important factor for the Comprehensive Plan update. He stated that land conservation has been a goal in previous Comprehensive Plans but has not adequately been addressed. He stated that potable water availability and traffic issues have been caused by increasing development in rural areas of the County.

Mr. Schmidt stated that many tourists at the Jamestown Rediscovery have told him that they remembered driving to Jamestown Island through forested and rural lands in the County. He stated that the route to Jamestown Island is now surrounded by commercial and residential developments. He stated that continued development might impact the historic tourism in the region.

Mr. Krapf stated that preservation of rural lands has been a popular issue in previous surveys and Comprehensive Plans. He stated that changing the PSA might not be feasible but should still be a topic of discussion. He stated that the Economic Opportunity (EO) land use designation was created during the previous Comprehensive Plan. He stated that the EO designation should be supported during this Comprehensive Plan update to encourage a diverse economy for the County.

Mr. Polster stated that approving land use decisions for development proposals could result in expansions to the PSA. He stated that the modeling should give data to assist with the review of development proposals. He stated that the Comprehensive Plan update should consider the reasons for and benefits of preserving rural lands.

Ms. Odessa Dowdy asked if there are issues raised through the citizen survey and public engagement that the model cannot address. She stated that there might be issues raised in the survey, which have common sense answers but are not easily represented through modeling.

Mr. Gavrilovic stated that the model could offer quantitative and qualitative answers. He stated that certain qualitative issues might need to be linked to quantitative data. He stated that some of the issues would be addressed through implementation techniques.

Mr. Polster stated that the modeling should also consider impacts of climate change. He stated that roads might be vulnerable to recurrent flooding or rising sea levels. He stated that the Virginia Institute of Marine Science (VIMS) has data that would help with assessing impacts of climate change.

Mr. Schmidt stated that the Comprehensive Plan update should consider improving community facilities and the quality of life for existing areas and neighborhoods.

Mr. Gavrilovic stated that methods of improving the quality of life in the County could be considered during the scenario planning process.

Ms. King asked if the PCWG thought the issues of recurrent flooding and sea level rise would be understood by County residents or if additional public engagement efforts should be made for those topics.

Mr. Schmidt stated that some areas and neighborhoods in the County would have more frequent flooding in the future.

Mr. Polster stated that issues of recurrent flooding and sea level rise would require additional investments from the County through the CIP process. He stated that the modeling should provide data that can quantify the necessity of investments when CIP applications are reviewed.

Mr. Gavrilovic stated that recurrent flooding and sea level rise could be considered as a constant factor across different scenarios.

Mr. Haldeman stated that the costs of CIP projects for mitigating flooding should be

considered as they might affect budgeting for other County services. He stated that the United Nations released a study that projected sea levels rising three feet by the end of the 21st century.

Mr. Gavrilovic stated that the HRPDC used the assumption of sea levels rising by three feet when developing projections for 2045.

Mr. Glen Carter stated that the Grove community has had stormwater issues for a long time and that the effects of climate change will cause more issues.

Mr. Polster stated that a large number of parcels in the Grove community have septic systems that will be impacted by flooding.

Mr. Gavrilovic stated that the model would have to consider the difference between recurrent flooding and sea level rise.

Ms. King asked if there were any other comments or questions.

Mr. Polster asked if the Office of Economic Development would be part of the Comprehensive Plan update process.

Ms. Rosario stated that the Office of Economic Development would be a large contributor to the Economic Development section of the Comprehensive Plan and would be involved throughout the update process.

Mr. Polster stated that Ms. Robin Bledsoe of the Economic Development Authority has had ideas for economic potential in rural areas.

Ms. King asked if they were ideas for increasing economic potential in the rural areas without development.

Mr. Polster confirmed.

Mr. Krapf stated that the report from the Rural Economic Development Committee would be relevant for the Comprehensive Plan update. He stated that the report included ideas for economic potential in rural areas while avoiding increased residential growth.

Mr. Polster stated that the modeling should consider the impacts of increasing the minimum lot size for lots in rural zoning districts.

Mr. Krapf stated that a previous increase in the minimum lot size for rural lots was a contentious during the public hearing process.

Mr. Gavrilovic stated that, based on the issues discussed by the PCWG, there would need to be different scenarios that compare different methods of rural preservation.

Ms. Dowdy asked how the public engagement opportunities would be conducted.

Ms. King stated that the public engagement efforts would be separated into four phases. She stated that each phase of engagement would build on the foundation from the previous phase. She stated that the first phase would focus on getting feedback from citizens on the vision, themes, and ideas for the update. She stated that there would be ways for citizens to submit feedback through the website. She stated that the CPT is discussing a public event that would take place in multiple locations of the County and be televised.



Mr. Schmidt stated that providing refreshments at public events could increase the participation.

Ms. King stated that recent public engagement efforts have gotten increased feedback from websites.

Ms. Dowdy stated that social media could be used to inform citizens of events, meetings, and opportunities for discussion.

Mr. Schmidt stated that the citizen survey has raised awareness of the Comprehensive Plan update.

Mr. Haldeman asked if there were any further questions.

There were none.

## **E. ADJOURNMENT**

Mr. Krapf made a motion to Adjourn. The motion passed 7-0.

Mr. Haldeman adjourned the meeting at approximately 7:45 p.m.

# ENGAGE<sup>2045</sup>

SHARE your ideas SHAPE our community

JAMES CITY COUNTY



## Comprehensive Plan Public Engagement Summary Report Phase 1

*August 2019 - January 2020*

*January 28, 2020*

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# About ENGAGE 2045

The purpose of James City County's Comprehensive Plan is to articulate the long-range vision, goals and strategies to guide future growth and development and the overall quality of life in the County. The Comprehensive Plan guides future land use decisions and capital investments by landowners, developers, businesses, citizens, and County officials. By considering the types and locations of development and services needed or desired for the future, decision makers are better able to evaluate individual proposals in the context of long-term goals.

Engage 2045 is the planning process to update James City County's currently adopted Comprehensive Plan, **Toward 2035: Leading the Way**. It will unite ideas generated by community residents with technical findings explored during the process to create a comprehensive and implementable plan for the future.

The Comprehensive Plan is the broadest of many planning tools used by James City County. It identifies policies and actions for the next 25 years and will be implemented by various other County plans and programs, including the Strategic Plan, Capital Improvement Plan, and Zoning Ordinances.

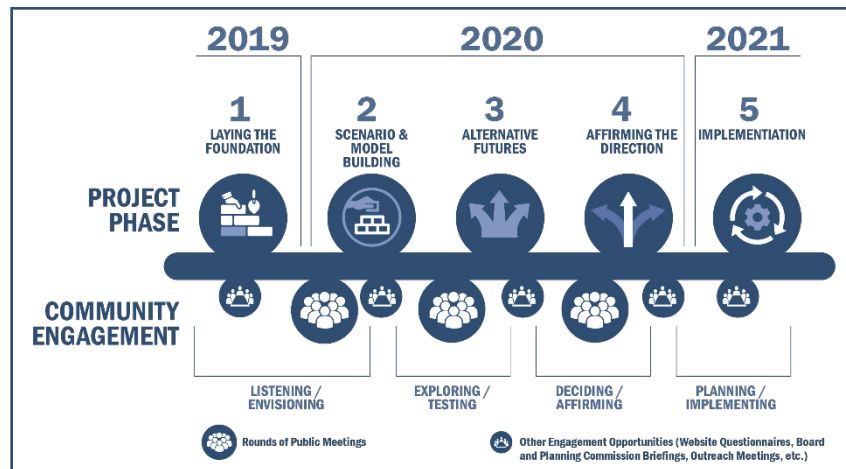
# Introduction

From its inception, a driving focus of the update of James City County's Comprehensive Plan has been to engage the citizens of James City County and ensure their ideas, opinions and concerns are incorporated in the development of the plan. The update process has been branded Engage 2045, reflecting the importance of engaging residents and others with local interests in imagining and planning for the next 25 years.

The update to the County's Comprehensive Plan will proceed through 2021 in a series of phases that allow for ongoing opportunities to learn about community planning and to provide input and comments. These engagement opportunities include:

- **Listening/Envisioning** – learning about the plan and process and providing input into the County's long-range vision for the future
- **Exploring/Testing** – exploring various alternative scenarios for the County's future growth and change
- **Deciding/Affirming** – evaluating the features of each alternative scenario to affirm the preferred future direction for the County
- **Planning/Implementing** – building the elements of the comprehensive plan based on the vision and the preferred future direction

Throughout the process, there will be multiple rounds of public engagement activities, including public meetings, website updates, questionnaires, and other outreach events. The process as a whole is designed to live up to its name and to actively engage the County's citizens in planning for their future.



This report presents the results of the community engagement initiatives undertaken during the first phase of the project, Laying the Foundation.

### Using the Public Engagement Results

The results of public engagement activities will be used throughout the creation of Comprehensive Plan elements, including:

#### Scenario and Model Building

A major effort of the 2045 Comprehensive Plan will involve the construction of economic, transportation, and land use models of future growth and development in James City County to understand the costs, benefits, and impacts of change. Information gathered through public engagement polling will be used in this process to set priorities among competing needs for preservation, housing, and traffic control, among others.

#### Alternative Futures

With models of future economic, transportation, and land use impacts constructed, planners can test the results of public engagement mapping exercises that will help to establish the location of potential areas for growth or for preservation, while the results of public polling and Visual Preference Surveying will help to establish the type of potential future growth, including housing characteristics and densities.

#### Affirming the Direction

The Comprehensive Plan will set the vision and local policies that can deliver James City County to its desired future. The results of public polling and the public's "Big Ideas" will help to establish the vision and desired objectives as the County works toward a shared future.

## Public Engagement Objectives

At its inaugural meeting, the County's Community Participation Team (CPT) worked to define what successful public engagement would look like in the Engage 2045 planning process. Using the CPT's input the Planning team created the following public engagement objectives to guide outreach efforts throughout the process and to evaluate public engagement success.

- *Community members will be given the choice and access to engage in the planning process through multiple activities.*
- *Educational opportunities will advance the community's understanding of critical planning issues.*
- *Public engagement efforts will seek to engage a diversity of residents that is representative of the community.*
- *Participants' opinions will be respected, well documented, and will help inform policy direction in the Plan.*
- *Public engagement efforts will seek to inspire trust and continued interest and involvement in the process.*
- *Clear documentation, project publicity, and engagement activities will articulate how public inputs have been used to help inform policy direction throughout the process.*
- *Community engagement will be record breaking and surpass statistics of past planning efforts.*



Summit on the Future engagement, Jamestown High School.

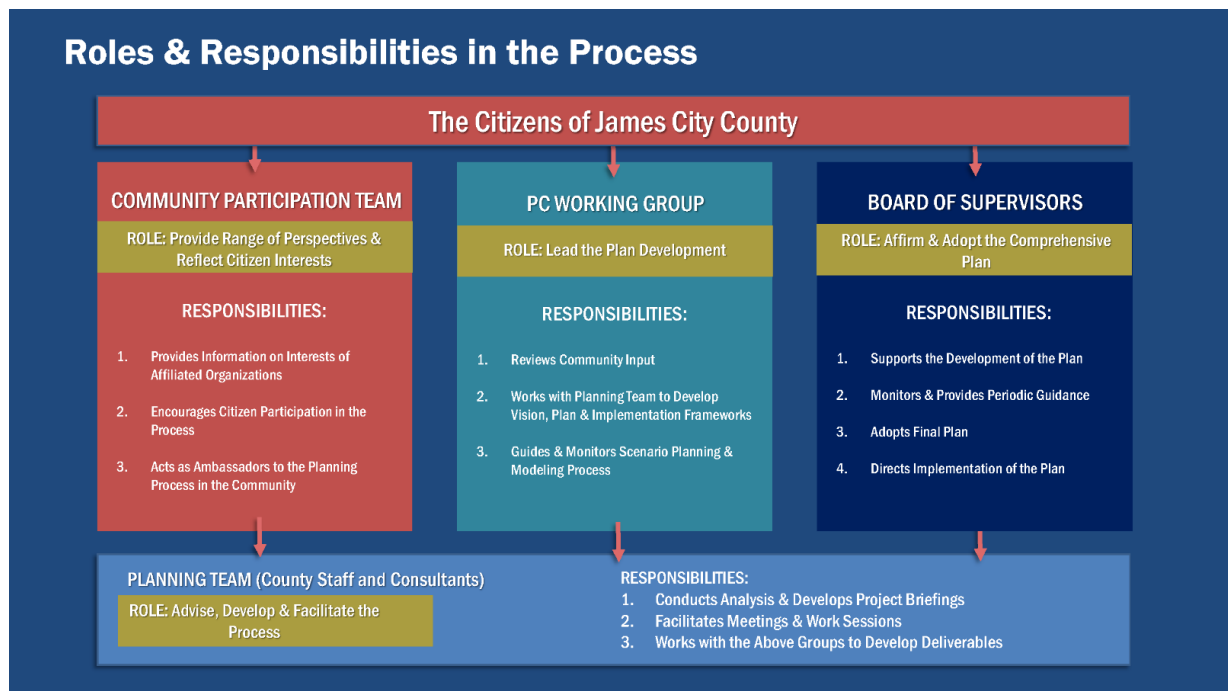
## Roles and Responsibilities in the Process

The process of updating the Comprehensive Plan involves teams of policy makers, planners and citizens working together on a variety of activities and elements. The lead decision making role, of course, is played by the County's Board of Supervisors, supported by the County Planning Commission. A sub-committee of the Planning Commission, the Planning Commission Working Group (PCWG), which consists of the Planning Commissioners and the chair of the Community Participation Team, is working in greater detail on the plan and specifically guiding the plan update.

The Community Participation Team (CPT) is a citizen group appointed by the County Board and dedicated to promoting public engagement in this planning effort. The CPT is responsible for encouraging, facilitating and reporting citizen participation throughout the Comprehensive Plan process. The team primarily works in partnership with staff and the Planning Commission in the coordination of publicity efforts, educating the public, sponsoring public meetings and other input opportunities, and encouraging fellow residents and business members to participate in the planning process. The CPT generally meets twice monthly, with its first meeting taking place on August 19, 2019.

A technical committee of County staff from key departments involved with the planning process is being assembled and will help guide the technical aspects of the scenario planning and development of the plan. Finally, the County planning staff is taking a lead role in supporting the process, assisted by a consultant team including EPR, P.C., Clarion Associates, TischlerBise and Michael Baker International.

The County staff, consultants, CPT, and the County's Planning Commission are collectively the Planning Team for this important Comprehensive Plan effort.





# Overview of Phase 1 Public Engagement Activities

To maximize public engagement in the update of James City County's Comprehensive Plan, County staff, consultants, the Community Participation Team, and others offered a variety of engagement opportunities to the public, including opportunities for education and input in several formats and advertised through an assortment of methods. The goal of all of these activities has been to generate genuine interest and public input from a cross-section of James City County residents and to generate strong public support for the Comprehensive Plan update.

## **Public Engagement and Communications Plans**

Developed in August and September 2019 by the consultant team, the Public Engagement and Communications Plans are a blueprint for all public engagement activities throughout the plan update process, including scheduling and the types of advertising that should be used to promote engagement activities.

## **Engage 2045 Web Page**

County planning staff have established a central resource for the Engage 2045 project on the County's website. This site ([jamescitycountyva.gov/engage2045](http://jamescitycountyva.gov/engage2045)) contains background information on the role of the Comprehensive Plan, an archive of supporting documents, a calendar of plan update meetings and events, and opportunities to give direct input to the planning team through comment cards and polling questions. At its launch, County staff promoted the web page through social media including Facebook and Twitter. The site will be continually updated throughout the project with the results of public input and drafts of plan elements.

## Promotional Video

Among other efforts to promote the plan update process and drive community interest in engagement surveys, meetings, and other activities, James City County staff created a short promotional video introducing Comprehensive Plan concepts and the importance of public input in the planning process. This video was shared through the County's YouTube presence, Facebook page, and on the County website.

## State of the County Presentation

To develop a strong foundation and background for the plan update the consultant team created a State of the County presentation containing demographic data, trends, and projections. The presentation is an important part of the plan update process and was incorporated into opening remarks at the November Summit on the Future.

## Summit on the Future

The Summit on the Future was the main public engagement event for the first phase of the Comprehensive Plan update. Held on November 18, 2019, this event incorporated six separate in-person events, including one in each of the County's five voting districts. The event was also broadcast on local television to allow participation from home. Event sites were:

- James River Elementary School
- Jamestown High School
- Lois Hornsby Middle School
- Toano Middle School
- Berkeley Middle School
- County Government Center Board Room



Summit on the Future, County Government Center.

To promote the Summit on the Future, CPT members and County staff used a variety of media to reach general and specific audiences, in order to introduce the plan project and invite County residents to make their voices heard. Outreach efforts included:

- Social media engagement through Facebook, Twitter and Nextdoor
- Outreach through individual Home Owners' Associations
- Attendance at local places and events including the Live Well Expo, WATA Transfer Station, and STEAM Saturday at Abram Frink Community Center
- Listings on online events calendars
- Notices in local magazines and newsletters
- Flyers sent home through schools via Peachjar
- This Week in James City County Podcast

At each of the six local events residents participated in various exercises designed to gather public opinions, input, and questions on wide-ranging topics. Participants were greeted as they arrived and asked to mark where they live and where they work on a map of the County, helping the planning team understand the areas represented. Events began with introductory remarks from County Board of Supervisors members and the County Administrator, followed by a plenary presentation broadcast from the Government Center location introducing the Engage 2045 process, presenting background demographic information, and summarizing past surveys of County residents' opinions on planning issues collected by the University of Virginia's Center for Survey Research in a 2019 Citizen Survey.

*At each of the six local events residents participated in various exercises designed to gather public opinions, input, and questions on wide-ranging topics.*

Following the introductory presentation event participants answered a series of polling questions gauging attitudes toward growth, transportation, economic development, environmental preservation, and more, along with demographic information. Polling used the Mentimeter system, in which participants voted from their own smart phones, with results tabulated live across all six event sites and visible to those viewing online or via public access television. Paper surveys were also available for those desiring to participate without a smart phone.

The Summit on the Future concluded with a series of public input stations, asking residents to provide input on growth, density, and design, and offering opportunities for them to ask questions of staff and consultants. Arranged around each of six event venues on boards and posters, Station 1 asked participants to mark the location of their home and work. Station 2 asked participants to mark areas of the County where they desired preservation and areas where they desired change, giving written notes to support their choices. Station 3 presented a Visual Preference Survey, asking participants to select a preferred image among four given photos of different building designs and densities in residential, commercial, and other land use categories. At Station 4, participants were offered the opportunity to write "Big Ideas" for initiatives they would like to see implemented in the County over the next 25 years. Finally, Station 5 offered participants the chance to ask questions of a member of the County's planning staff.

- **Online Polling**

With a desire to engage citizens beyond those who were available to attend in-person events on November 18th, the same polling questions presented to participants at the six Summit on the Future sites were available online for live remote voting during the event and remained online through December 18th to collect further public input. Online polling could be accessed through the Engage 2045 web page. Approximately 19 participants voted in live online polling from home during the Summit on the Future event (part of the 185 live polling participants), while another 256 participants answered polling questions online through December 18, 2019.

- **Online Visual Preference and Preserve-Change Exercises**

Several stations from the Summit on the Future were also converted into online participation opportunities. Also accessed through the Engage 2045 page of the James City County website, these tools allowed users to participate in the Visual Preference Survey, marking preferred design and density examples among various land use types, and to mark areas for preservation and areas for change on an interactive map of the County.

- **Online Comment Cards**

The Engage 2045 web page also contains a "Share Your Ideas" section that allows visitors to express topics of interest and leave comments on general Comprehensive Plan and planning-related issues. These comment cards are not tied to the Summit on the Future or other organized input events but rather will be available throughout the Engage 2045 project.

- **Summary**

The first phase of public engagement for this project was very successful in meeting multiple CPT public engagement objectives, particularly in breaking records of how many people were engaged in prior County comprehensive plan activities. The following sections shows the inputs from the polling and station activities in detail. Together, these engagement results will be compared to past public engagement and community surveying to establish vision and attitudes toward growth, change, and public policies, while the specific results of the Preserve-Change mapping exercise and Visual Preference Survey will be inputs into a process of economic, transportation, and land use modeling to plan the location, type, and density of future growth in a way that fulfills the community's vision for itself.

#### PUBLIC ENGAGEMENT BY THE NUMBERS



185

LIVE POLLING  
PARTICIPANTS

256

ONLINE POLLING  
PARTICIPANTS

878

PRESERVE-CHANGE  
POINTS MAPPED LIVE  
AND ONLINE

250

ONLINE VISUAL  
PREFERENCE  
PARTICIPANTS

# Summary of Public Engagement Themes

As a result of this successful first phase, as well as the 2019 Citizen Survey that helped define the questions asked in this phase, a number of themes have emerged. The results of our Phase 1 public engagement activities confirm findings from the Citizen Survey and, together, start to build a foundation of public opinion about the strengths, opportunities and concerns for the future of James City County. The following themes were identified as critical findings:

- **Nature**

The natural environment is a highly valued component of James City County. Residents support protecting sensitive environmental features such as wetlands, forests, and waterways; becoming more resilient to systemic risks due to sea level rise, availability of drinking water, and water quality; and creating opportunities for residents to enjoy and interact with preserved natural areas within their community. A high proportion of residents reached as a part of this public engagement value protecting nature from the impacts of growth and development.

## Highlights of Public Engagement Support for Protection of the Natural Environment

Engage 2045	<ul style="list-style-type: none"> <li>97.4% ranked that it was important (86.1% very important, 11.3% somewhat important) for the County to do more to improve our efforts to protect and preserve our natural environment in the County.</li> <li>36.7% chose protecting and preserving natural environment as most important for the County to improve, making it the highest ranked choice.</li> <li>From the big ideas exercise, many ideas indicate support for a broad array of sustainability, resilience, and environmental stewardship measures, including: electric personal vehicle and bus infrastructure; solar energy; composting, recycling, and waste management; protection of tree canopy, land, and night skies; and hazard mitigation.</li> </ul>
Citizen Survey	<ul style="list-style-type: none"> <li>95.2% ranked very important or somewhat important to protect and improve the natural environment including water quality, air quality, and environmentally sensitive areas.</li> <li>76.1% ranked very important or somewhat important to provide public access to waterways for swimming and boating.</li> <li>80.2% ranked very important or somewhat important to limit irrigation with public water to conserve the County's water supply.</li> </ul>

- Community Character**

In addition to the natural environment, the County's rural aspects of its community character also are highly valued, including the unique identity of rural communities like Toano, as well as large tracts of open agricultural land away from the County's Primary Service Area (PSA). To the extent any new development occurs, it should be directed within the PSA away from rural lands.

## Highlights of Public Engagement Support for Protection of Community Character

Engage 2045	<ul style="list-style-type: none"> <li>90% ranked that it was important (64.8% very important, 25.2% somewhat important) for the County to do more to improve efforts to protect and preserve our rural character in the County.</li> <li>46% (the top choice) supported the location of any new development occurring inside the PSA on empty lots in already developed areas.</li> <li>71.3% supported protecting as much rural and environmentally sensitive land as possible.</li> </ul>
Citizen Survey	<ul style="list-style-type: none"> <li>85.2% ranked very important or somewhat important the protection and preservation of the County's rural character.</li> <li>78.5% strongly agree or somewhat agree it is more important to preserve farmland in the County than it is to have more development.</li> </ul>

## • Affordable Housing

Supporting the development of affordable workforce housing has emerged as an important issue to community members. Residential growth should be balanced in a way that provides opportunities for all income levels. Development of additional housing must also be balanced with the preservation of the County's unique community character.

### Highlights of Public Engagement Support for Fostering Affordable Housing

Engage 2045	<ul style="list-style-type: none"> <li>84.4% ranked that it was important (44.4% very important, 40.0% somewhat important) for the County to do more to provide housing opportunities that are affordable to our workforce.</li> <li>From the big ideas exercise, some responses primarily support additional housing with specific support for affordable housing, co-housing, and workforce housing.</li> </ul>
Citizen Survey	<ul style="list-style-type: none"> <li>78.1% ranked very important or somewhat important to provide housing opportunities for citizens, generally.</li> <li>82.9% ranked very important or somewhat important to provide housing opportunities that are affordable to our workforce.</li> <li>Housing opportunities that are affordable to our workforce had the highest difference between its importance and how satisfied residents were with it (32.6% difference).</li> </ul>

## • Economic Development

Residents support economic development that results in recruitment of businesses with higher paying jobs as one way of making the community more economically resilient and appealing to younger professionals. While tourism is a major economic driver in the County, it should be balanced with other employment and industries.

### Highlights of Public Engagement Support for Growing the Local Economy

Engage 2045	<ul style="list-style-type: none"> <li>87.7% ranked that it was important (45% very important, 42.7% somewhat important) for the County to do more to expand the local economy by attracting higher paying jobs.</li> <li>From the big ideas exercise, some responses support specific efforts to attract businesses, varying from large tech companies to small local businesses.</li> </ul>
Citizen Survey	<ul style="list-style-type: none"> <li>88.1% ranked very important or somewhat important in support of efforts to attract jobs and new businesses.</li> </ul>

## • Quality of Life

Residents desire additional quality of life amenities including parks, public water access, expanded recreational facilities, trails for walking and bicycling, transit connections, and other enhancements to existing public facilities.

### Highlights of Public Engagement Support for Enhancing Quality of Life Amenities

Engage 2045	<ul style="list-style-type: none"> <li>From the big ideas exercise, some ideas requested improvements to or stability of community services including internet (FIOS), library improvements, and public water.</li> <li>From the big ideas exercise, many recommended the addition of school and preschool capacity.</li> <li>From the big ideas exercise, many big ideas included support for additional bicycle and pedestrian paths and connecting the places people want to go.</li> </ul>
Citizen Survey	<ul style="list-style-type: none"> <li>93.9% ranked very important or somewhat important James City County's parks and recreation facilities, programs, and services, overall.</li> <li>93.4% ranked very important or somewhat important the Williamsburg Regional Library services provided at the Williamsburg and James City County public libraries.</li> </ul>



Summit on the Future engagement, Toano Middle School.



## Detailed Public Input Summaries

# Live-Work Mapping Exercise

## Live-Work Mapping Exercise (Summit on the Future Station 1)

Participants attending the November 18th Summit on the Future were asked to mark points on a map representing the location of their home and, if employed, the location of their work. Those living or working outside James City County placed marks at the map's edge in the direction of their travel. 23 of the 65 survey participants stated that they work outside of James City County. This exercise provided a simple way to visualize participation in the event, and shows a wide distribution of participation across the County.



# Summit on the Future Polling Results

## Polling

The results of this Summit on the Future Poll are included in the following pages, and will be used throughout the Comprehensive Plan process to establish community vision, set policy priorities, and determine the form of future growth. As a result of this successful first phase, as well as the 2019 Citizen Survey that helped define the questions asked in this phase, a number of themes have emerged. The James City County Citizen Survey (i.e., James City County Comprehensive Plan Survey) was published in July 2019 and provides statistically significant public opinion findings on a number of community issues. The results of our Phase 1 public engagement activities confirm findings from the Citizen Survey and, together, start to build a foundation of public opinion about the strengths, opportunities and concerns for the future of James City County. The following themes were identified as critical findings. For every question there are two graphs. The first shows responses from the November 18 Summit. The second presents responses from the Engage 2045 website. Totals of the two sources are available as part of the table below each set of graphs. Responses at the Summit and Online were similar. Some notable exceptions are described as a part of the results.

### Who We Heard From

The live poll included 185 recorded participants, though not all answered every question. The Engage 2045 website included 256 participants, for a total of 441 participants.

The poll generally received responses from residents whose tenure in the County spanned a wide range of years. At the Summit 55.3% have lived in the County for 11 years or more. In later online responses that category included 46.5% of respondents. Both the summit and the online options received a very similar total number

of respondents aged 55 and up, while the online option received more responses from people age 25-54. In general, the online option has a younger average age. When viewing both options together, the proportion of respondents ages 55 and up is between six and seven percent higher than the US Census and the proportion of respondents between 24 and 44 is between four and five percent higher than the US Census. It is generally the case that traditional community-wide engagement efforts often overrepresent older age cohorts. While the event welcomed all ages, it was not specifically designed to engage the 20.5% of the County younger than 18.

Participants who identified as Black/African-American or Asian, or as having Hispanic/Latino ethnicity were generally underrepresented. Approximately 8% of respondents preferred not to answer race and ethnicity questions, blurring comparisons to Census data.

The process reached new people who have not participated in a planning process before (over 60% at the Summit and over 80% online).

### **Deepening our Understanding of the Citizen Survey**

A selection of polling questions sought clarity on findings from the James City County Citizen Survey conducted in the spring of 2019. The Citizen Survey identified five areas of County services or initiatives that residents considered to be very important but were not satisfied with the present status, called “gaps” in Citizen Survey summary reports. The areas were: (1) providing housing opportunities that are affordable to the workforce, (2) transportation programs to improve roads and highways, (3) expanding the local economy by attracting higher paying jobs, (4) protecting and preserving rural character, and (5) protecting and preserving the natural environment.

Polling respondents were asked to identify how important it was for the County to do more to address these gaps. Preserving the natural environment had the largest proportion of responses as “very important.” Providing housing opportunities that are affordable to the workforce received more “very important” responses at the Summit and more “somewhat important” responses online.

Polling participants were then asked what their first, second, and third priorities were from among the five gaps. Protecting and preserving the natural environment was the leading first and second priority response, as well as the leading third priority at the Summit. Roads and highways were the leading third priority online. All options except roads and highways received at least 18% of the responses as top priority at the Summit. Providing housing opportunities affordable to the workforce was generally a more popular choice at the Summit than online.

When asked to describe concerns about retail space, the most popular response was concern that new retail space will replace open space, rural land, or natural habitat, followed by concern that new retail space will increase retail vacancy overall.

When asked where new development should occur, the most popular response was as a priority, development should occur inside the Primary Service Area (PSA) on empty lots in already developed areas. At the Summit, the second most popular response was “development should occur in both already developed and new areas of the Primary Service Area (PSA).” Online the second most popular response was “I prefer there to be no new development but understand the County has limited tools to control growth.”

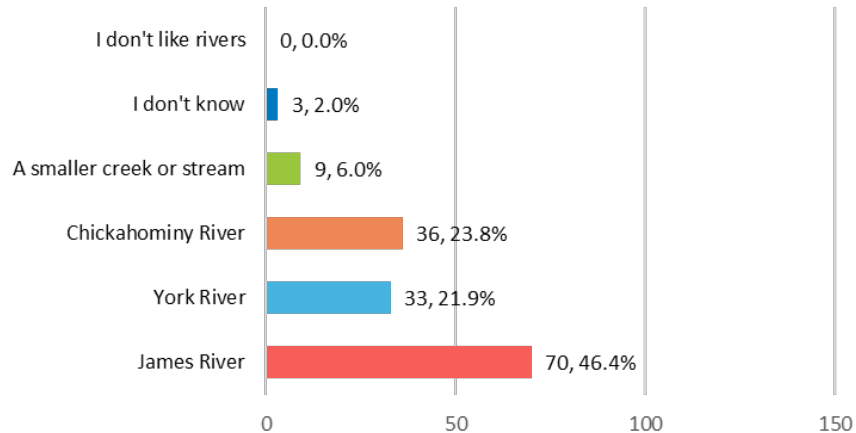
When asked for their opinion on the future of rural lands, over 70% of respondents want to “protect as much rural and environmentally sensitive land as possible.”

### **James City County: Our Home**

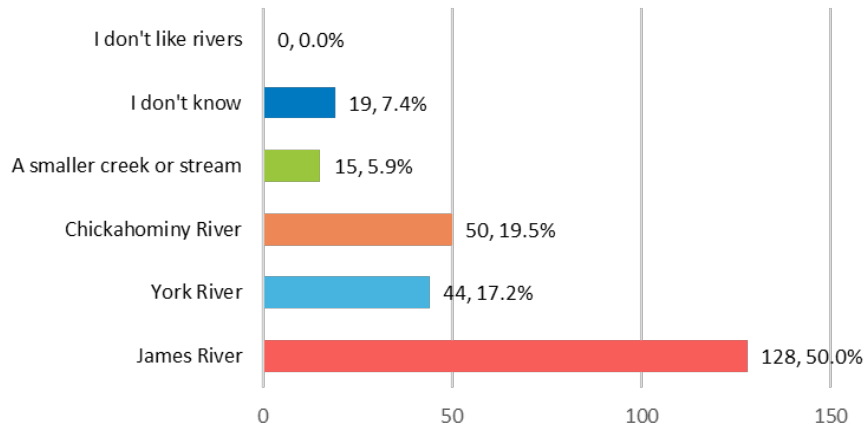
The final segment of questions focused on understanding residents’ feelings about James City County as their home. The top choice for respondents about what they value most living in James City County was natural and rural places, followed by the look and feel of neighborhoods. The biggest

Use this question to familiarize yourself with the survey. What is your favorite river in James City County?

Summit on the Future



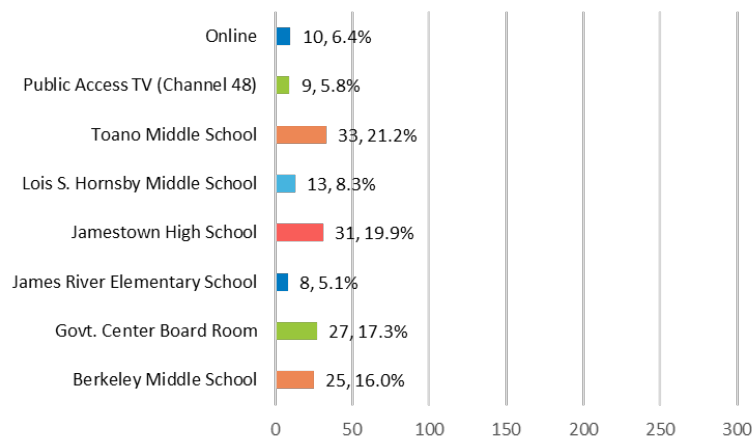
Online at Engage 2045 Website



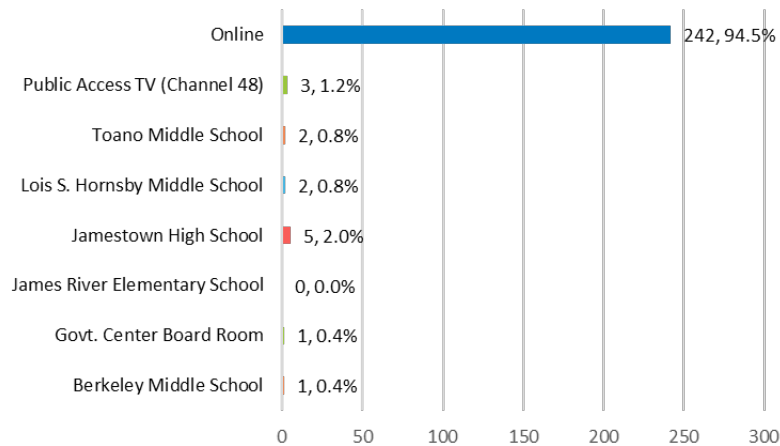
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
JAMES RIVER	70	128	198	48.6%
CHICKAHOMINY RIVER	36	50	86	21.1%
YORK RIVER	33	44	77	18.9%
A SMALLER CREEK OR STREAM	9	15	24	5.9%
I DON'T KNOW	3	19	22	5.4%
I DON'T LIKE RIVERS	0	0	0	0
<b>TOTAL</b>	<b>151</b>	<b>256</b>	<b>407</b>	<b>100%</b>

## Where are you viewing this presentation?

Summit on the Future



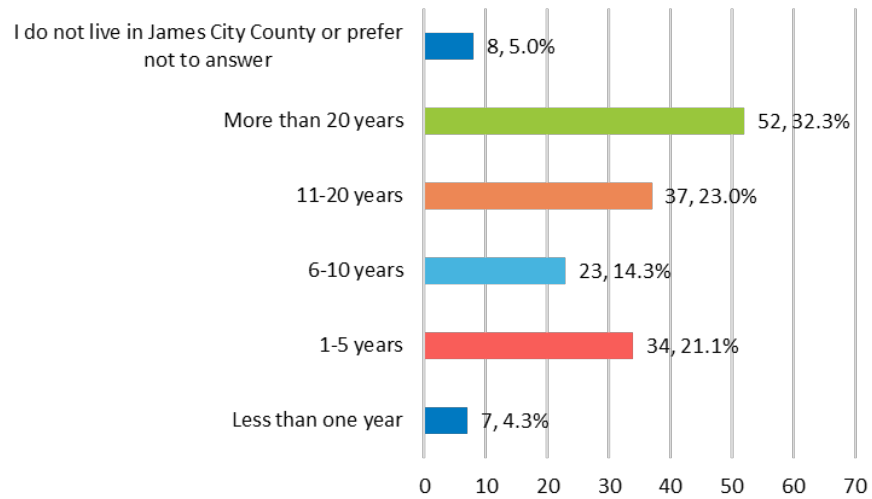
Online at Engage 2045 Website



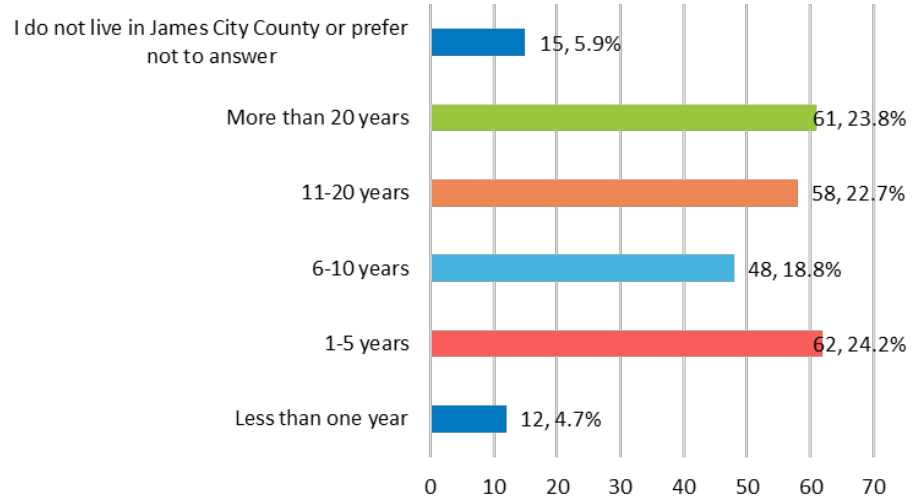
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
ONLINE	10	242	252	61.2%
JAMESTOWN HIGH SCHOOL	31	5	36	8.7%
TOANO MIDDLE SCHOOL	33	2	35	8.5%
GOVT. CENTER BOARD ROOM	27	1	28	6.8%
BERKELEY MIDDLE SCHOOL	25	1	26	6.3%
LOIS B HORSNBY MIDDLE SCHOOL	13	2	15	3.6%
PUBLIC ACCESS TV (CHANNEL 48)	9	3	12	2.9%
JAMES RIVER ELEMENTARY SCHOOL	8	0	8	1.9%
<b>TOTAL</b>	<b>156</b>	<b>256</b>	<b>412</b>	<b>100%</b>

## How long have you lived in James City County?

Summit on the Future



Online at Engage 2045 Website

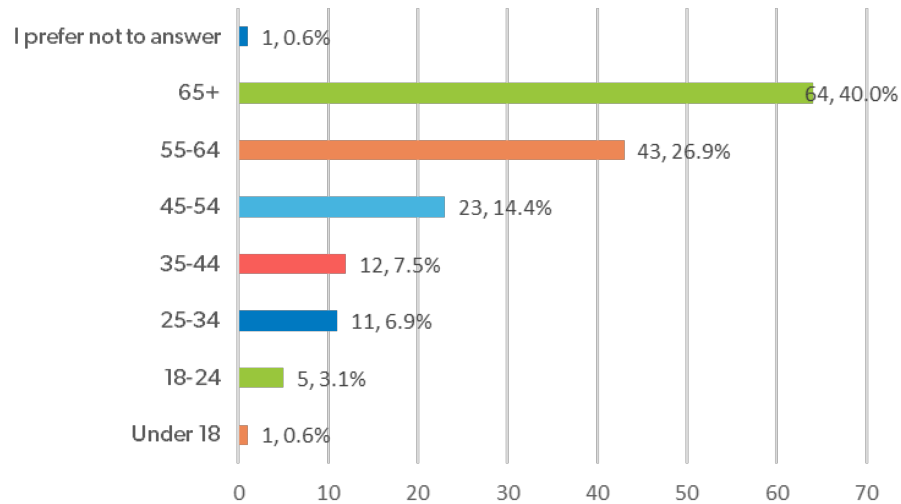


	SUMMIT	ONLINE	TOTAL	PERCENTAGE
MORE THAN 20 YEARS	52	61	113	27.1%
11-20 YEARS	37	58	95	22.8%
6-10 YEARS	23	48	71	17.0%
1-5 YEARS	34	62	96	23.0%
I DO NOT LIVE IN JCC OR PREFER NOT TO ANSWER	8	15	23	5.5%
LESS THAN 1 YEAR	7	12	19	4.6%

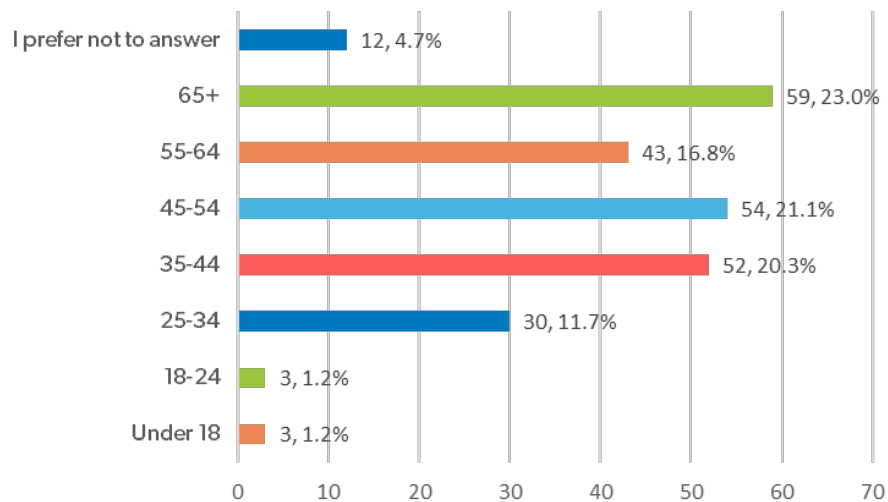


## What is your age?

### Summit on the Future



### Online at Engage 2045 Website

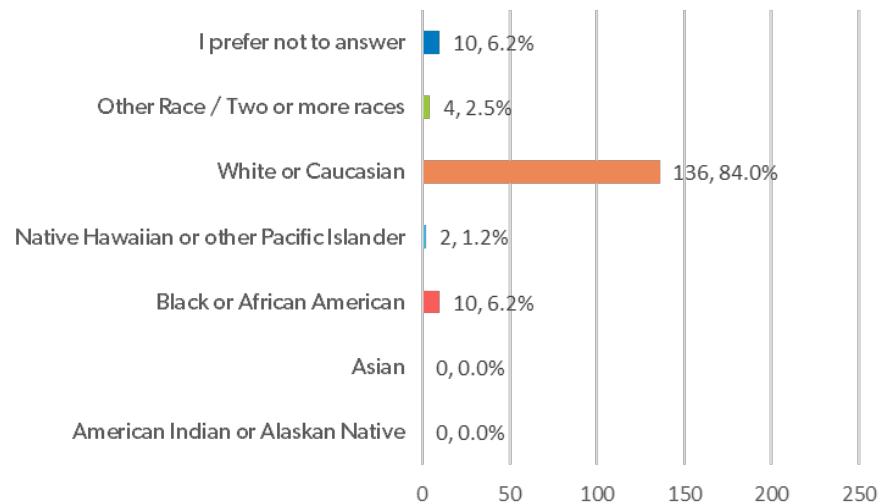


	SUMMIT	ONLINE	TOTAL	PERCENTAGE	CENSUS	(18+ONLY)
65+	64	59	123	29.6%	23.6%	29.7%
55-64	43	43	86	20.7%	14.0%	17.6%
45-54	23	54	77	18.5%	13.6%	17.1%
35-44	12	52	64	15.4%	11.0%	13.9%
25-34	11	30	41	9.9%	9.9%	12.5%
I PREFER NOT TO ANSWER	1	12	13	3.1%	n/a	n/a
18-24	5	3	8	1.9%	7.3%	9.2%
UNDER 18	1	3	4	1.0%	20.5%	n/a
<b>TOTAL</b>	<b>160</b>	<b>256</b>	<b>416</b>	<b>100%</b>	<b>100%</b>	<b>n/a</b>

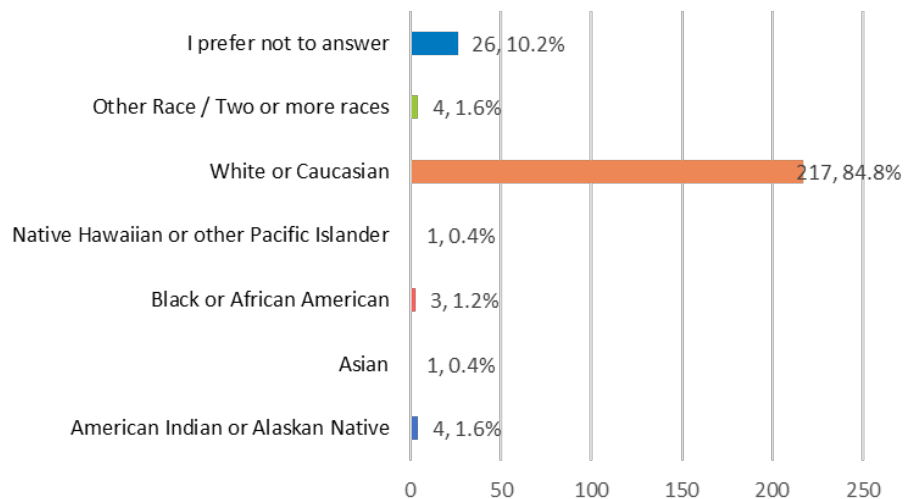
Census data represents the 2017 American Community Survey. The (18+Only) column normalizes percentage of adults by excluding the under 18 category from the census data.

## Which US Census category is closest to how you identify your race?

Summit on the Future



Online at Engage 2045 Website

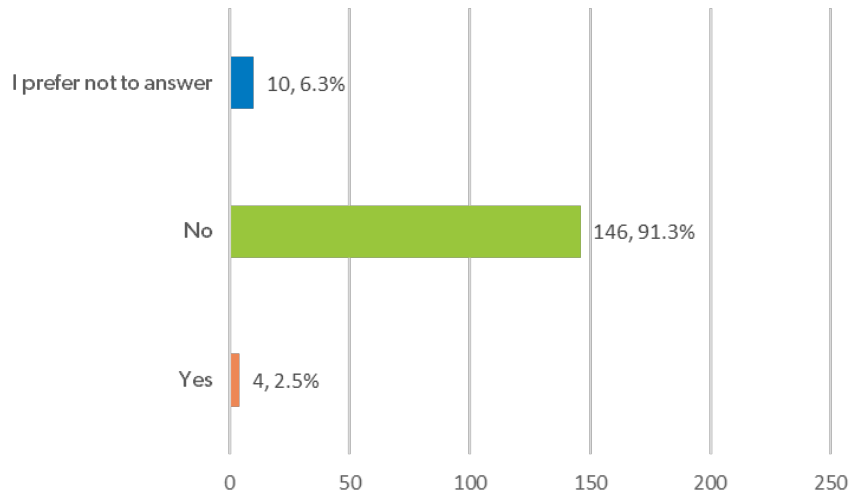


	SUMMIT	ONLINE	TOTAL	PERCENTAGE	CENSUS
WHITE OR CAUCASIAN	136	217	353	84.4%	80.3%
I PREFER NOT TO ANSWER	10	26	36	8.6%	n/a
NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	2	1	3	0.7%	0.0%
BLACK OR AFRICAN AMERICAN	10	3	13	3.1%	13.1%
OTHER RACE/ TWO OR MORE RACES	4	4	8	1.9%	3.2%
AMERICAN INDIAN OR ALASKAN NATIVE	0	4	4	1.0%	0.2%
ASIAN	0	1	1	0.2%	2.5%
<b>TOTAL</b>	162	256	418	100%	100%

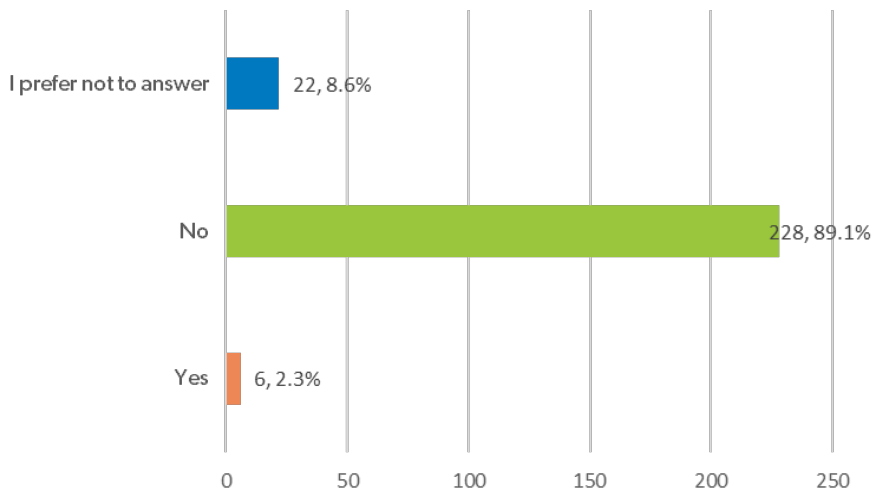
Census data represents the 2017 American Community Survey.

## The US Census separates ethnicity from race. Do you identify as hispanic, Latino, or of Spanish Origin?

Summit on the Future



Online at Engage 2045 Website

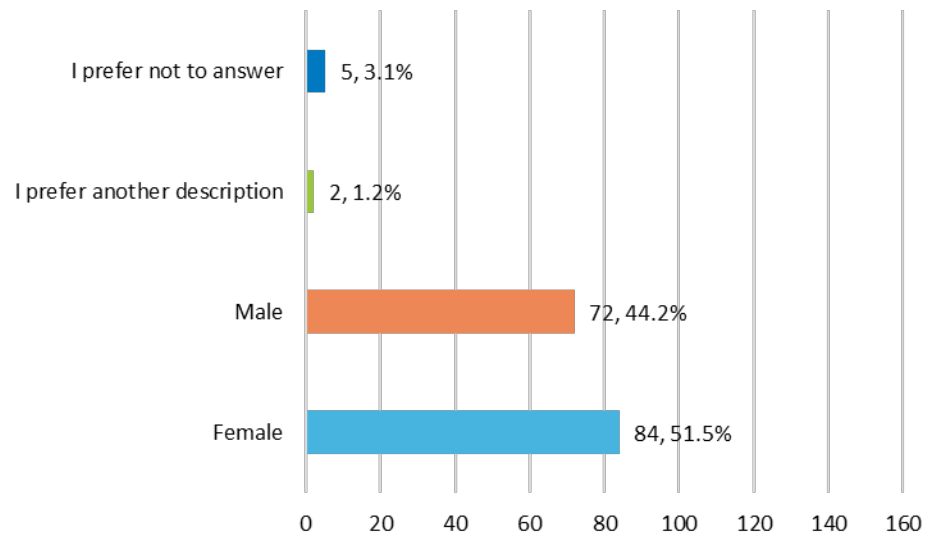


	SUMMIT	ONLINE	TOTAL	PERCENTAGE	CENSUS
NO	146	228	374	89.9%	94.6%
I PREFER NOT TO ANSWER	10	22	32	7.7%	n/a
YES	4	6	10	2.4%	5.4%
<b>TOTAL</b>	160	256	416	100%	100%

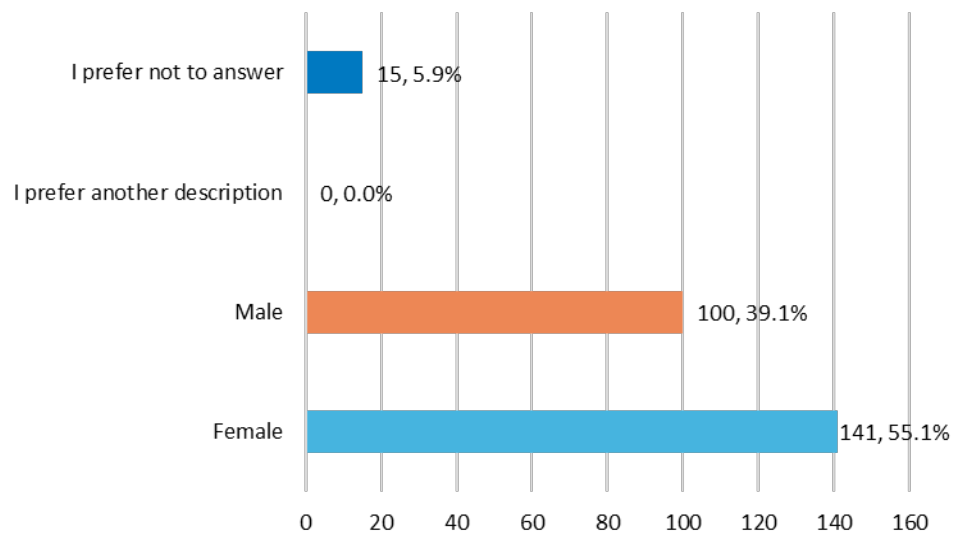
Census data represents the 2017 American Community Survey.

## What is your gender?

Summit on the Future



Online at Engage 2045 Website

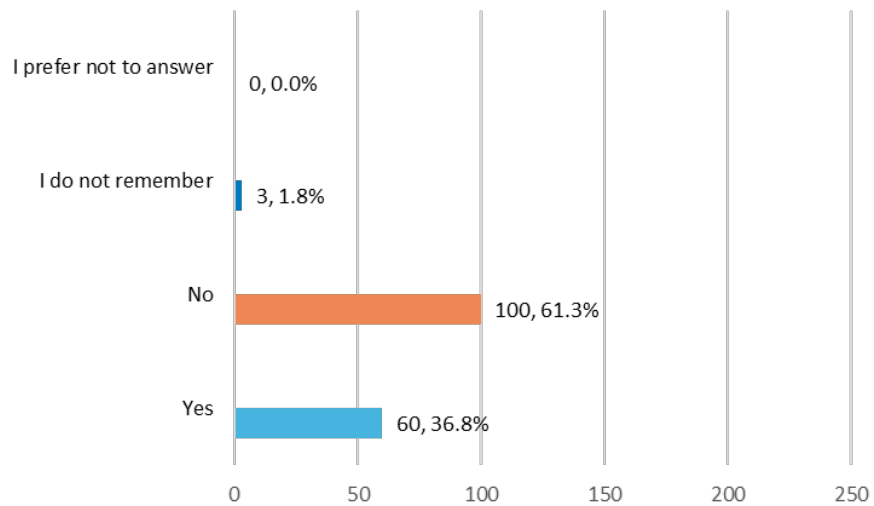


	SUMMIT	ONLINE	TOTAL	PERCENTAGE	CENSUS
FEMALE	84	141	225	53.7%	51.7%
MALE	72	100	172	41.1%	48.3%
I PREFER NOT TO ANSWER	5	15	20	4.8%	0.0%
I PREFER ANOTHER DESCRIPTION	2	0	2	0.5%	0.0%
<b>TOTAL</b>	<b>163</b>	<b>256</b>	<b>419</b>	<b>100%</b>	<b>100%</b>

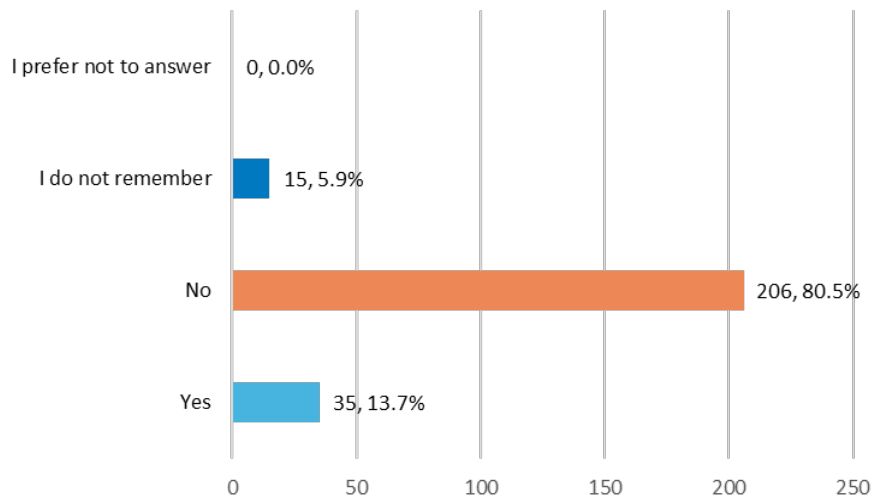
Census data represents the 2017 American Community Survey.

## Have you participated in one of the County's planning processes before?

### Summit on the Future



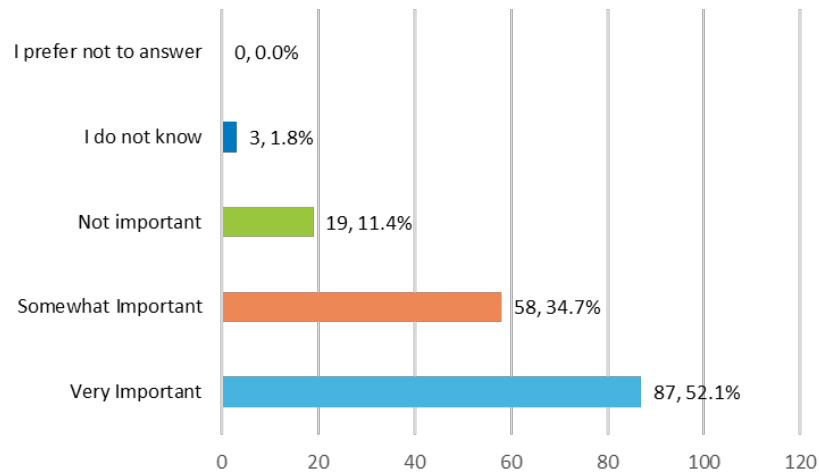
### Online at Engage 2045 Website



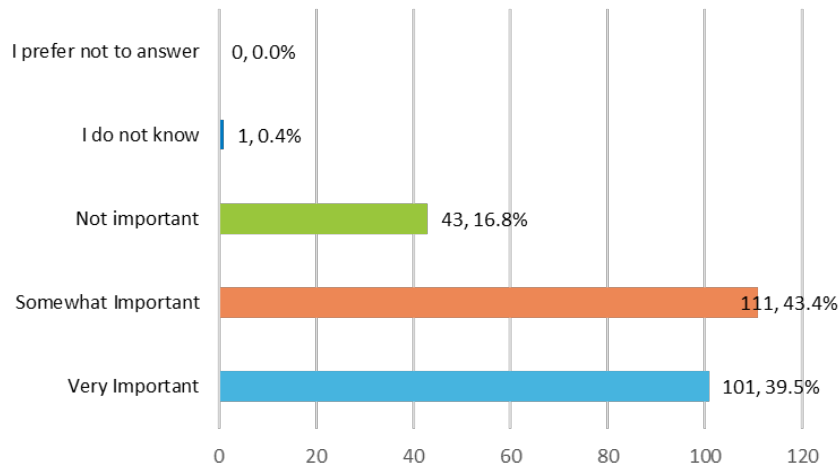
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
NO	100	206	306	73.0%
YES	60	35	95	22.7%
I DON'T REMEMBER	3	15	18	4.3%
I PREFER NOT TO ANSWER	0	0	0	0%
<b>TOTAL</b>	<b>163</b>	<b>256</b>	<b>419</b>	<b>100%</b>

## How important is it that the County do more to provide housing opportunities that are affordable to our workforce?

Summit on the Future



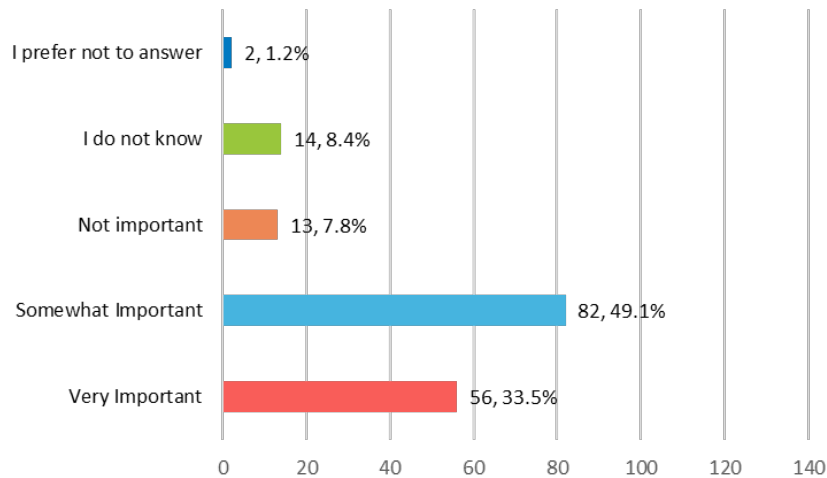
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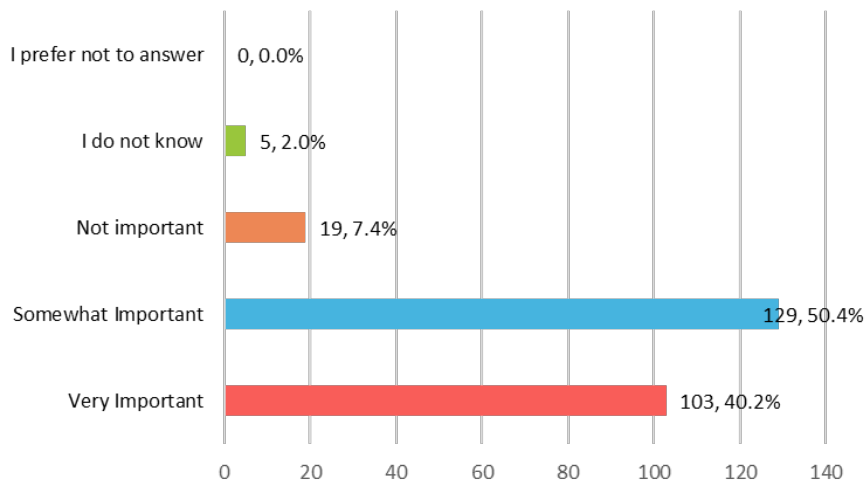
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
VERY IMPORTANT	87	101	188	44.4%
SOMEWHAT IMPORTANT	58	111	169	40.0%
NOT IMPORTANT	19	43	62	14.7%
I DON'T KNOW	3	1	4	0.9%
I PREFER NOT TO ANSWER	0	0	0	0.0%
<b>TOTAL</b>	<b>167</b>	<b>256</b>	<b>423</b>	<b>100%</b>

## How important is it that the County do more to supplement Virginia Department of Transportation programs to improve roads and highways?

Summit on the Future



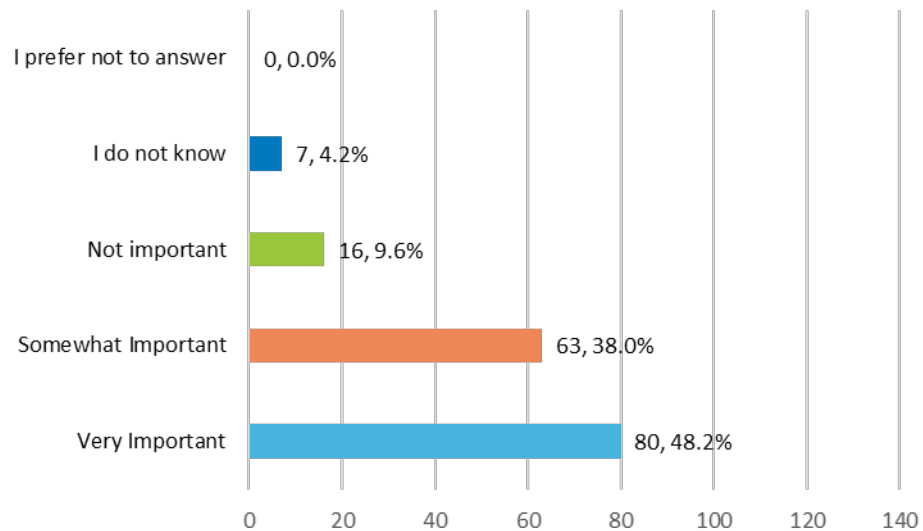
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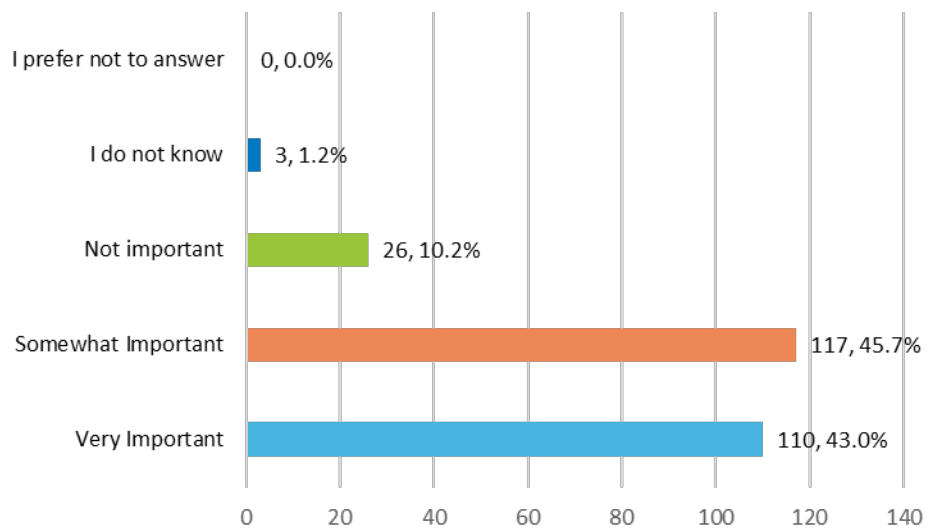
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
SOMEWHAT IMPORTANT	82	129	211	49.9%
VERY IMPORTANT	56	103	159	37.6%
NOT IMPORTANT	13	19	32	7.6%
I DON'T KNOW	14	5	19	4.5%
I PREFER NOT TO ANSWER	2	0	2	0.5%
<b>TOTAL</b>	<b>167</b>	<b>256</b>	<b>423</b>	<b>100%</b>

## How important is it for the County to do more to expand the local economy by attracting higher paying jobs?

Summit on the Future



Online at Engage 2045 Website

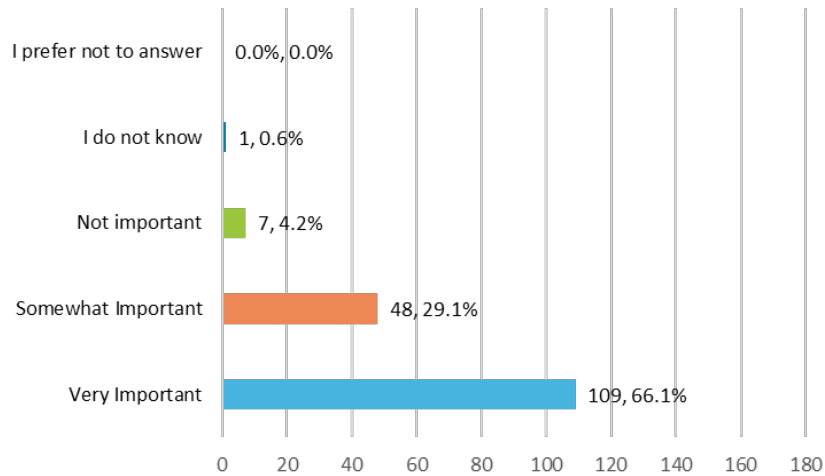


	SUMMIT	ONLINE	TOTAL	PERCENTAGE
VERY IMPORTANT	80	110	190	45.0%
SOMEWHAT IMPORTANT	63	117	180	42.7%
NOT IMPORTANT	16	26	42	10.0%
I DON'T KNOW	7	3	10	2.4%
I PREFER NOT TO ANSWER	0	0	0	0.0%
<b>TOTAL</b>	<b>166</b>	<b>256</b>	<b>422</b>	<b>100%</b>

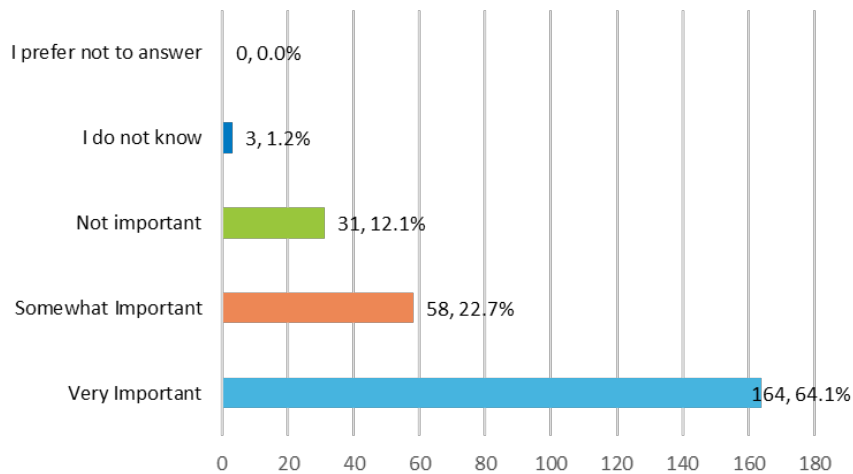


## How important is it for the County to do more to improve our efforts to protect and preserve our rural character in the County?

### Summit on the Future



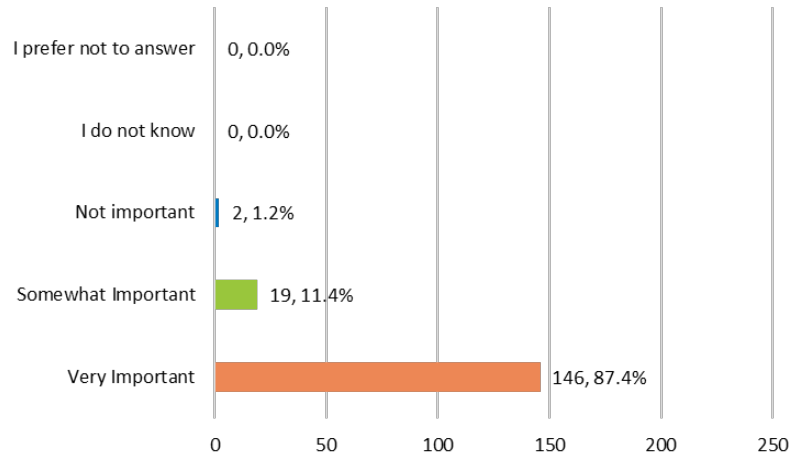
### Online at Engage 2045 Website



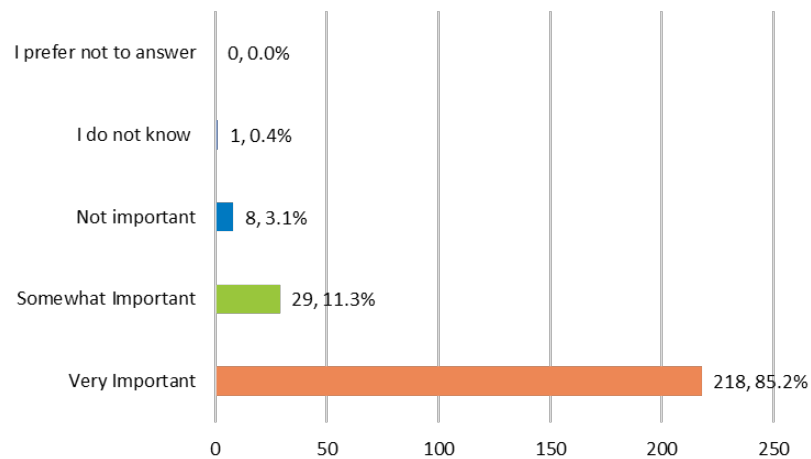
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
VERY IMPORTANT	109	164	273	64.8%
SOMEWHAT IMPORTANT	48	58	106	25.2%
NOT IMPORTANT	7	31	38	9.0%
I DON'T KNOW	1	3	4	1.0%
I PREFER NOT TO ANSWER	0	0	0	0.0%
<b>TOTAL</b>	<b>165</b>	<b>256</b>	<b>421</b>	<b>100%</b>

## How important is it for the County to do more to improve our efforts to protect and preserve our natural environment in the County?

Summit on the Future



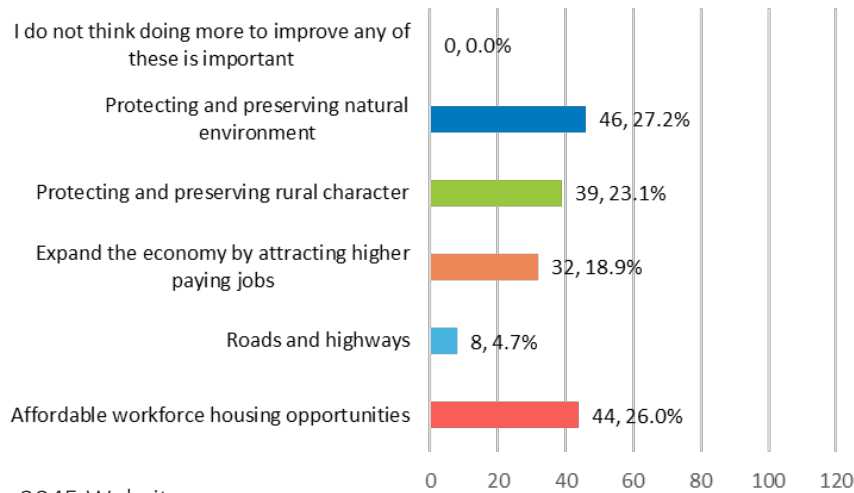
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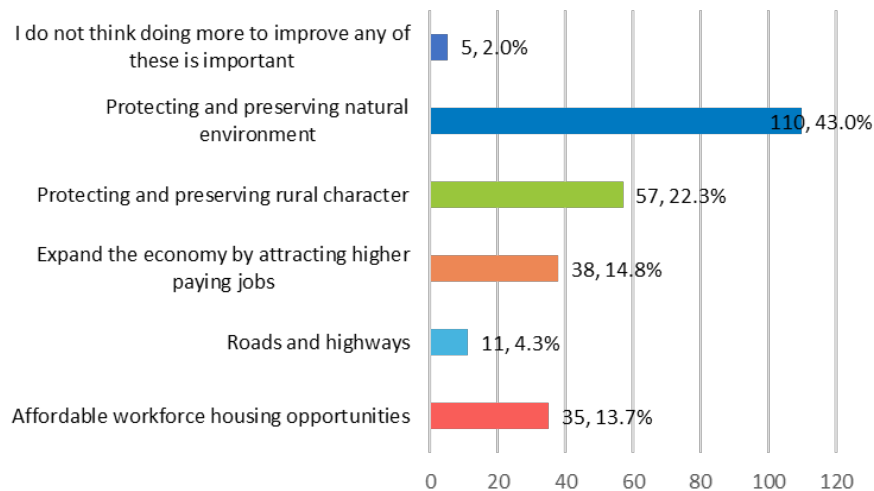
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
VERY IMPORTANT	146	218	364	86.1%
SOMEWHAT IMPORTANT	19	29	48	11.3%
NOT IMPORTANT	2	8	10	2.4%
I DON'T KNOW	0	1	1	0.2%
I PREFER NOT TO ANSWER	0	0	0	0.0%
<b>TOTAL</b>	<b>167</b>	<b>256</b>	<b>423</b>	<b>100%</b>

## Which is most important for the County to do more to improve?

### Summit on the Future



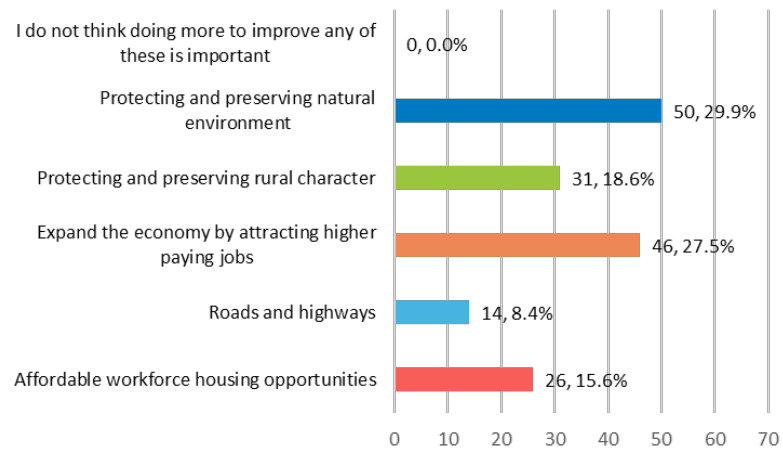
### Online at Engage 2045 Website



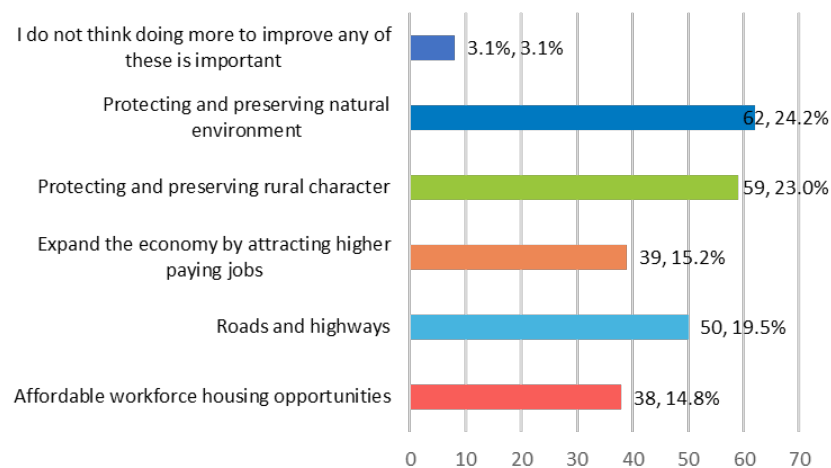
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
PROTECTING & PRESERVING NATURAL ENVIRONMENT	46	110	156	36.7%
PROTECTING & PRESERVING RURAL CHARACTER	39	57	96	22.6%
AFFORDABLE WORKFORCE HOUSING OPPORTUNITIES	44	35	79	18.6%
EXPLAND THE ECONOMY BY ATTRACTING HIGHER PAYING JOBS	32	38	70	16.5%
ROADS & HIGHWAYS	8	11	19	4.5%
I DO NOT THINK DOING MORE TO IMPROVE ANY OF THESE IS IMPORTANT	0	5	5	1.2%
<b>TOTAL</b>	<b>169</b>	<b>256</b>	<b>425</b>	<b>100%</b>

## Which is second most important for the County to do more to improve?

### Summit on the Future



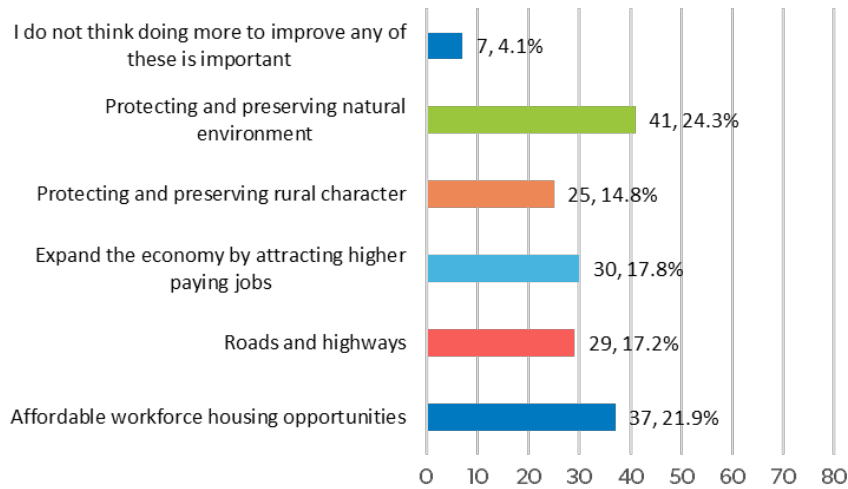
### Online at Engage 2045 Website



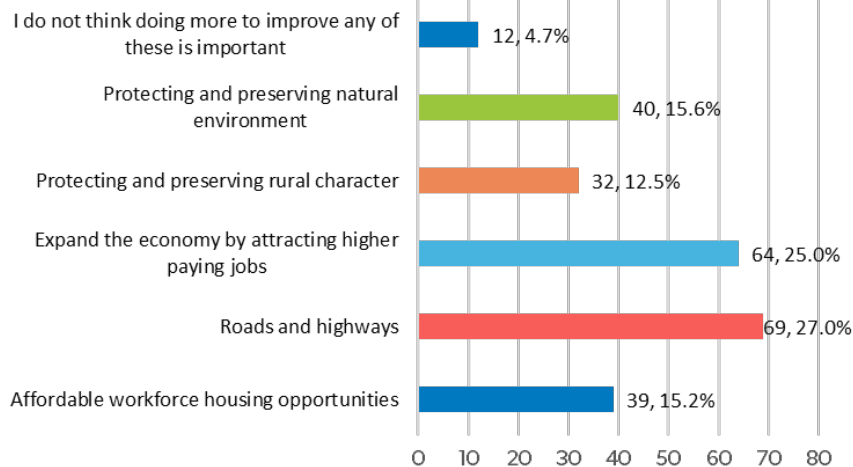
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
PROTECTING & PRESERVING NATURAL ENVIRONMENT	50	62	112	26.5%
PROTECTING & PRESERVING RURAL CHARACTER	31	59	90	21.3%
EXPLAND THE ECONOMY BY ATTRACTING HIGHER PAYING JOBS	46	39	85	20.1%
ROADS & HIGHWAYS	14	50	64	15.1%
AFFORDABLE WORKFORCE HOUSING OPPORTUNITIES	26	38	64	15.1%
I DO NOT THINK DOING MORE TO IMPROVE ANY OF THESE IS IMPORTANT	0	8	8	1.9%
<b>TOTAL</b>	<b>167</b>	<b>256</b>	<b>423</b>	<b>100%</b>

## Which is third most important for the County to do more to improve?

### Summit on the Future



### Online at Engage

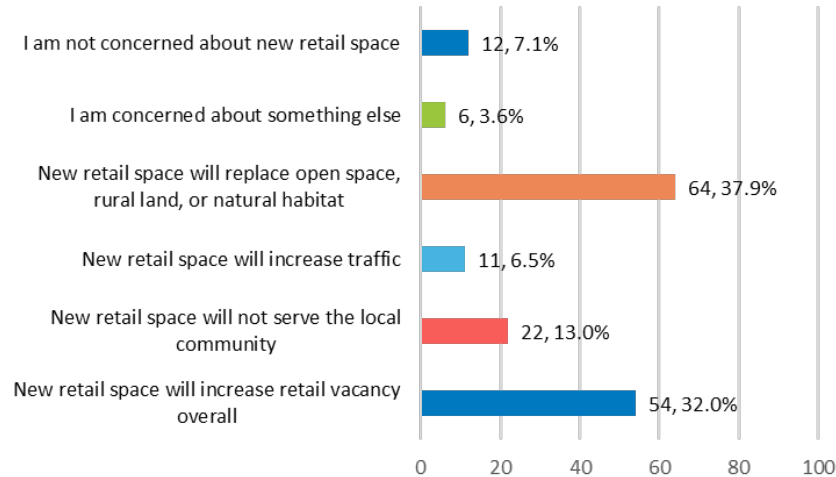


### 2045 Website

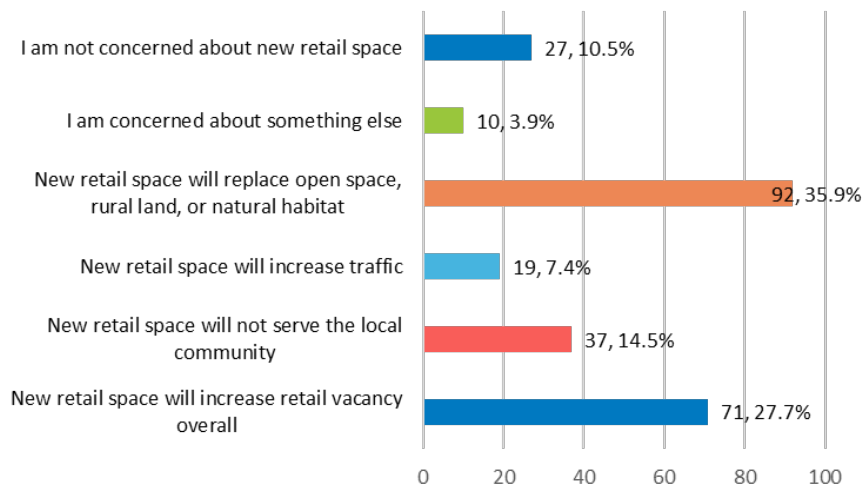
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
ROADS & HIGHWAYS	29	69	98	23.1%
EXPLAND THE ECONOMY BY ATTRACTING HIGHER PAYING JOBS	30	64	94	22.1%
PROTECTING & PRESERVING NATURAL ENVIRONMENT	41	40	81	19.1%
AFFORDABLE WORKFORCE HOUSING OPPORTUNITIES	37	39	76	17.9%
PROTECTING & PRESERVING RURAL CHARACTER	25	32	57	13.4%
I DO NOT THINK DOING MORE TO IMPROVE ANY OF THESE IS IMPORTANT	7	12	19	4.5%
<b>TOTAL</b>	<b>169</b>	<b>256</b>	<b>425</b>	<b>100%</b>

## Which statement comes closest to matching your own concerns about retail space?

Summit on the Future



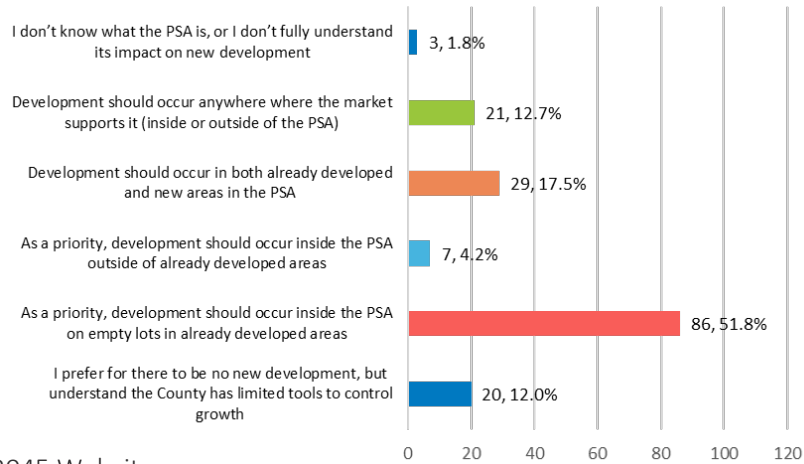
Online at Engage 2045 Website



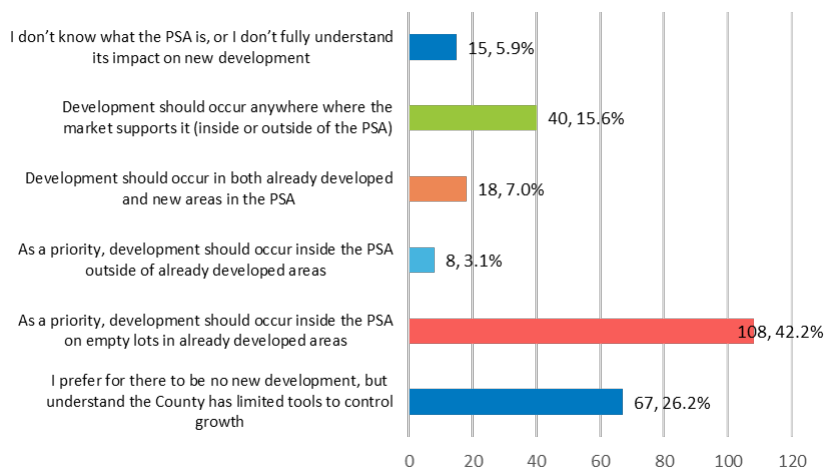
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
NEW RETAIL SPACE WILL REPLACE OPEN SPACE, RURAL LAND, OR NATURAL HABITAT	64	92	156	36.7%
NEW RETAIL SPACE WILL INCREASE RETAIL VACANCY OVERALL	54	71	125	29.4%
NEW RETAIL SPACE WILL NOT SERVE THE LOCAL COMMUNITY	22	37	59	13.9%
I AM NOT CONCERNED ABOUT NEW RETAIL SPACE	12	27	39	9.2%
NEW RETAIL SPACE WILL INCREASE TRAFFIC	11	19	30	7.1%
I AM CONCERNED ABOUT SOMETHING ELSE	6	10	16	3.8%
<b>TOTAL</b>	<b>169</b>	<b>256</b>	<b>425</b>	<b>100%</b>

## Which of the following is closest to your opinion on where new development should occur?

### Summit on the Future



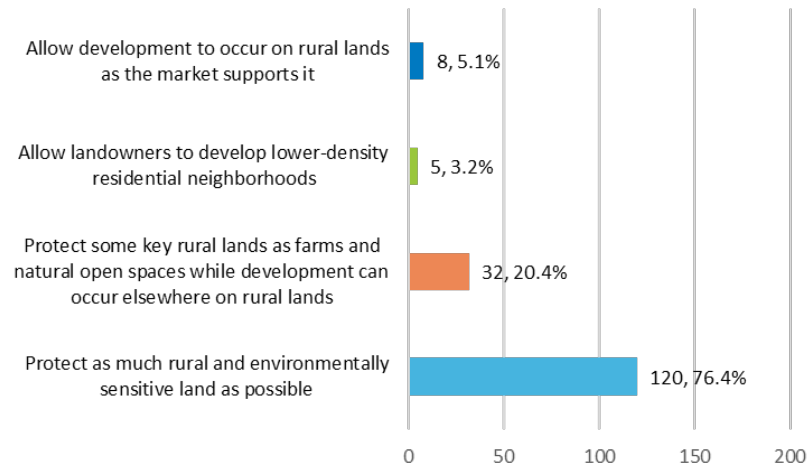
### Online at Engage 2045 Website



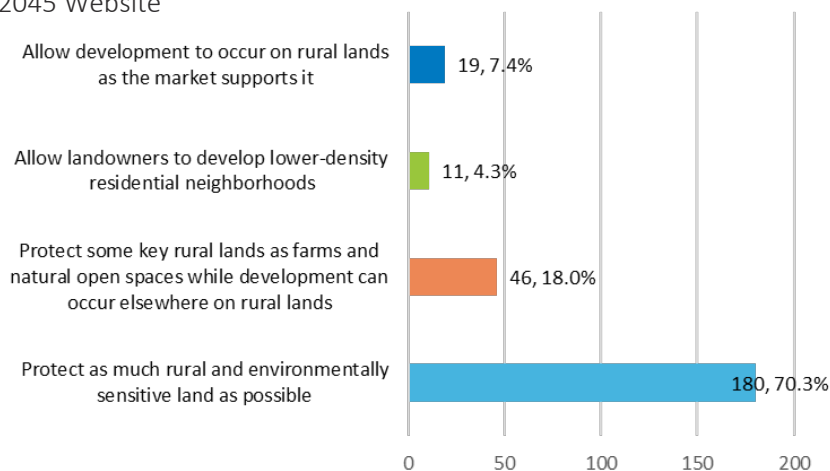
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
AS A PRIORITY, DEVELOPMENT SHOULD OCCUR INSIDE THE PSA ON EMPTY LOTS IN ALREADY DEVELOPED AREAS	86	108	194	46.0%
I PREFER FOR THERE TO BE NO NEW DEVELOPMENT, BUT UNDERSTAND THE COUNTY HAS LIMITED TOOLS TO CONTROL GROWTH	20	67	87	20.6%
DEVELOPMENT SHOULD OCCUR ANYWHERE WHERE THE MARKET SUPPORTS IT	21	40	61	14.5%
DEVELOPMENT SHOULD OCCUR IN BOTH ALREADY DEVELOPED AND NEW AREAS IN THE PSA	29	18	47	11.1%
I DON'T KNOW WHAT THE PSA IS, OR DON'T FULLY UNDERSTAND ITS IMPACT ON NEW DEVELOPMENT	3	15	18	4.3%
AS A PRIORITY, DEVELOPMENT SHOULD OCCUR INSIDE THE PSA OUTSIDE OF ALREADY DEVELOPED AREAS	7	8	15	3.6%
<b>TOTAL</b>	<b>166</b>	<b>256</b>	<b>422</b>	<b>100%</b>

## Which of the following is closest to your opinion regarding the future of rural lands (lands outside of the PSA)?

### Summit on the Future



### Online at Engage 2045 Website

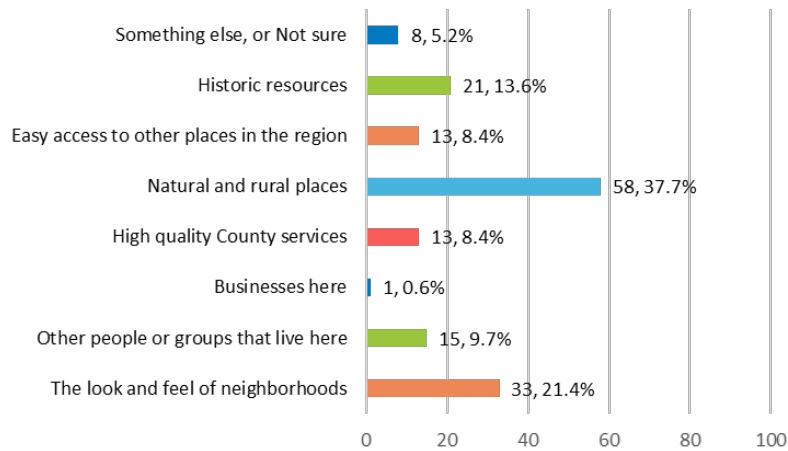


	SUMMIT	ONLINE	TOTAL	PERCENTAGE
PROTECT AS MUCH RURAL AND ENVIRONMENTALLY SENSITIVE LAND AS POSSIBLE	120	180	300	71.3%
PROTECT SOME KEY RURAL LANDS AS FARMS AND NATURAL OPEN SPACES WHILE DEVELOPMENT CAN OCCUR ELSEWHERE ON RURAL LANDS	32	46	78	18.5%
ALLOW DEVELOPMENT TO OCCUR ON RURAL LANDS AS THE MARKET SUPPORTS IT	8	19	27	6.4%
ALLOW LANDOWNERS TO DEVELOP LOWER-DENSITY RESIDENTIAL NEIGHBORHOODS	5	11	16	3.8%
<b>TOTAL</b>	<b>165</b>	<b>256</b>	<b>421</b>	<b>100%</b>

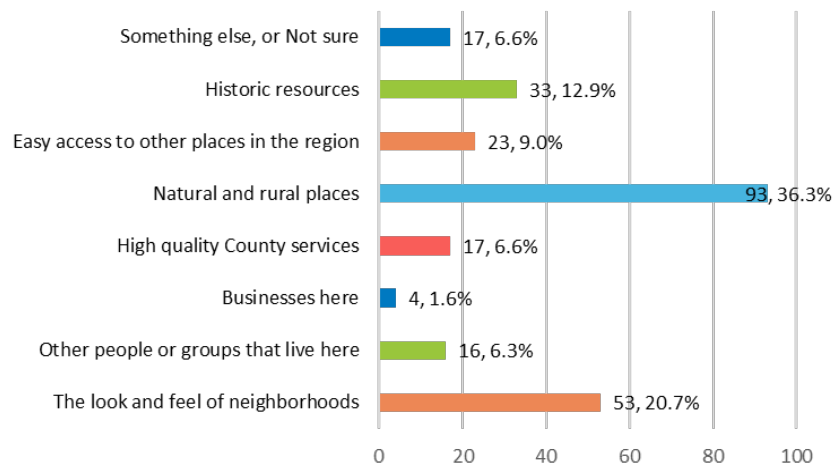


## What do you value most about living in James City County?

### Summit on the Future



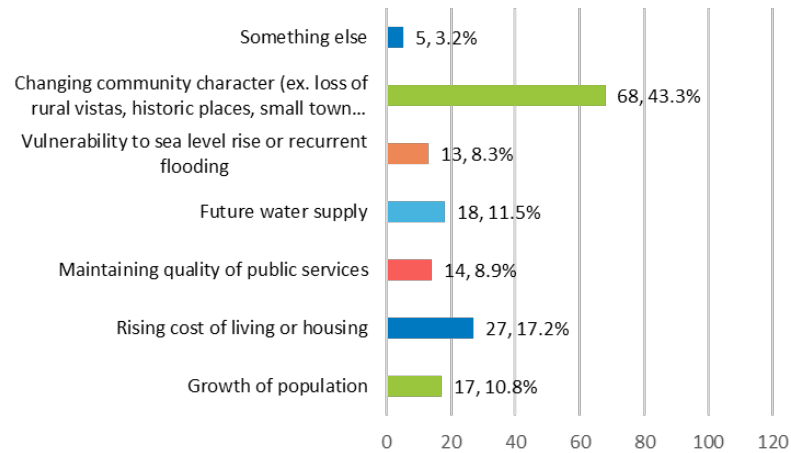
### Online at Engage 2045 Website



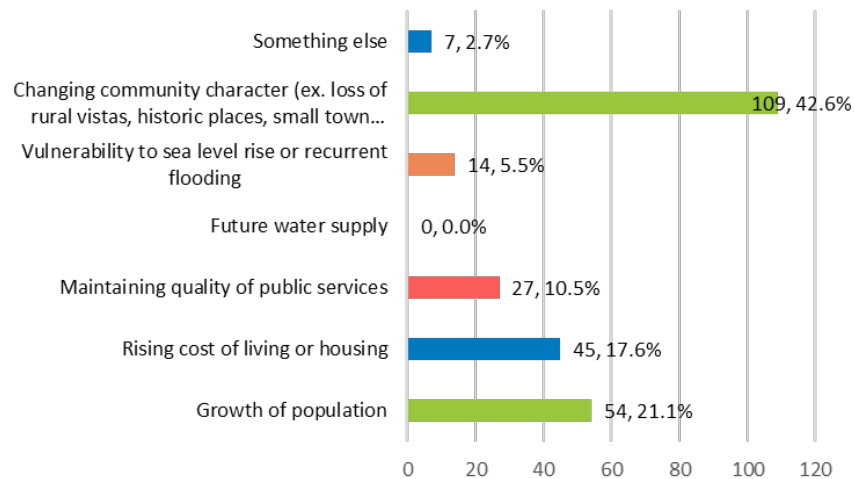
	SUMMIT	ONLINE	TOTAL	PERCENTAGES
NATURAL AND RURAL PLACES	58	93	151	36.1%
THE LOOK AND FEEL OF NEIGHBORHOODS	33	53	86	20.6%
HISTORIC RESOURCES	21	33	54	12.9%
EASY ACCESS TO OTHER PLACES IN THE REGION	13	23	36	8.6%
OTHER PEOPLE OR GROUPS THAT LIVE HERE	15	16	31	7.4%
HIGH QUALITY COUNTY SERVICES	13	17	30	7.2%
SOMETHING ELSE, OR NOT SURE	8	17	25	6.0%
BUSINESSES HERE	1	4	5	1.2%
<b>TOTAL</b>	<b>162</b>	<b>256</b>	<b>418</b>	<b>100%</b>

## What is your biggest concern for the County in the future?

### Summit on the Future



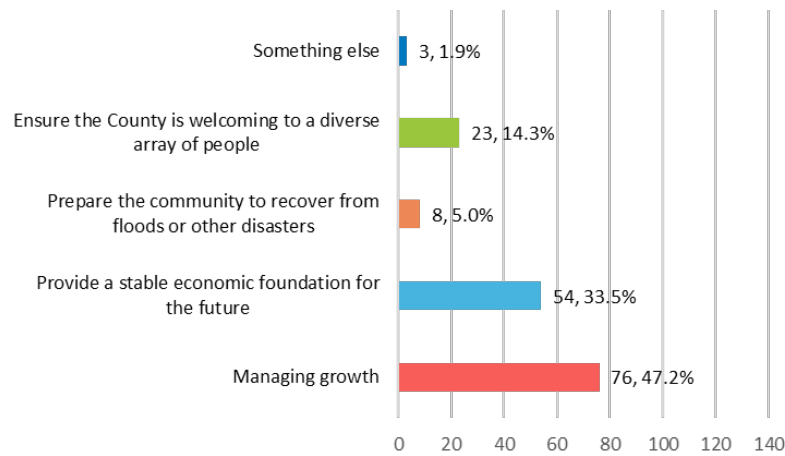
### Online at Engage 2045 Website



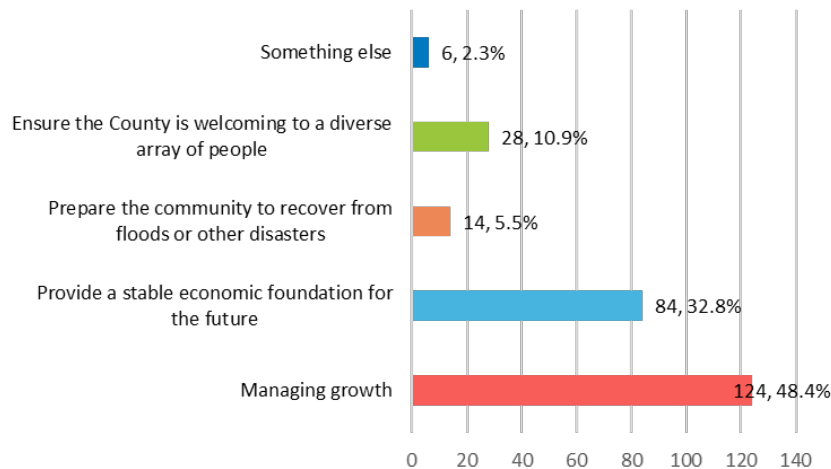
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
CHANGING COMMUNITY CHARACTER	68	109	177	42.3%
RIISING COST OF LIVING OR HOUSING	27	45	72	17.2%
GROWTH OF POPULATION	17	54	71	17.0%
MAINTAINING QUALITY OF PUBLIC SERVICES	14	27	41	9.8%
VULNERABILITY TO SEA LEVEL RISE OR RECURRENT FLOODING	13	14	27	6.5%
FUTURE WATER SUPPLY	18	0	18	4.3%
SOMETHING ELSE	5	7	12	2.9%
<b>TOTAL</b>	<b>162</b>	<b>256</b>	<b>418</b>	<b>100%</b>

## What is most important to accomplish?

### Summit on the Future



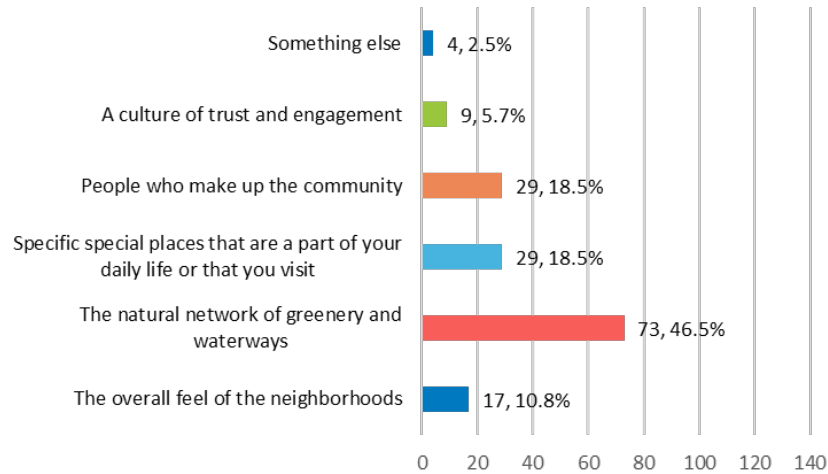
### Online at Engage 2045 Website



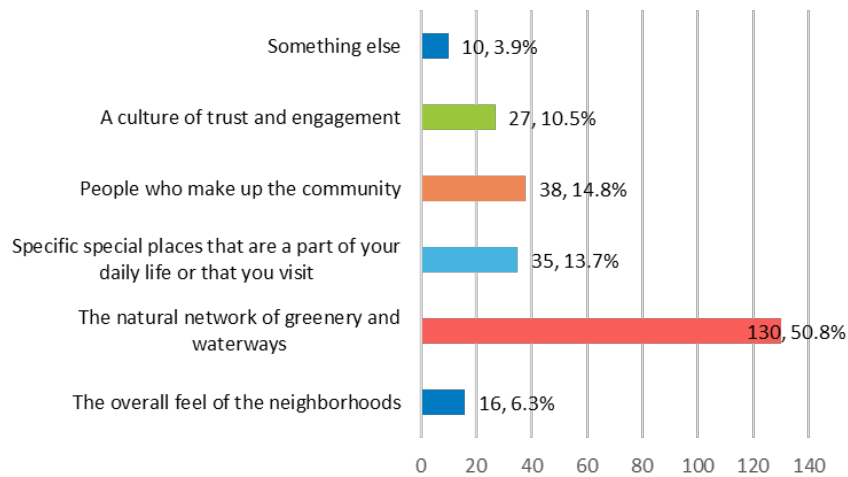
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
MANAGING GROWTH	76	124	200	47.6%
PROVIDE A STABLE ECONOMIC FOUNDATION FOR THE FUTURE	54	84	138	32.9%
ENSURE THE COUNTY IS WELCOMING TO A DIVERSE ARRAY OF PEOPLE	23	28	51	12.1%
PREPARE THE COMMUNITY TO RECOVER FROM FLOODS OR OTHER DISASTERS	8	14	22	5.2%
SOMETHING ELSE	3	6	9	2.1%
<b>TOTAL</b>	<b>164</b>	<b>256</b>	<b>420</b>	<b>100%</b>

## Which of these contributes the most to create James City County's great community character?

Summit on the Future



Online at Engage 2045 Website

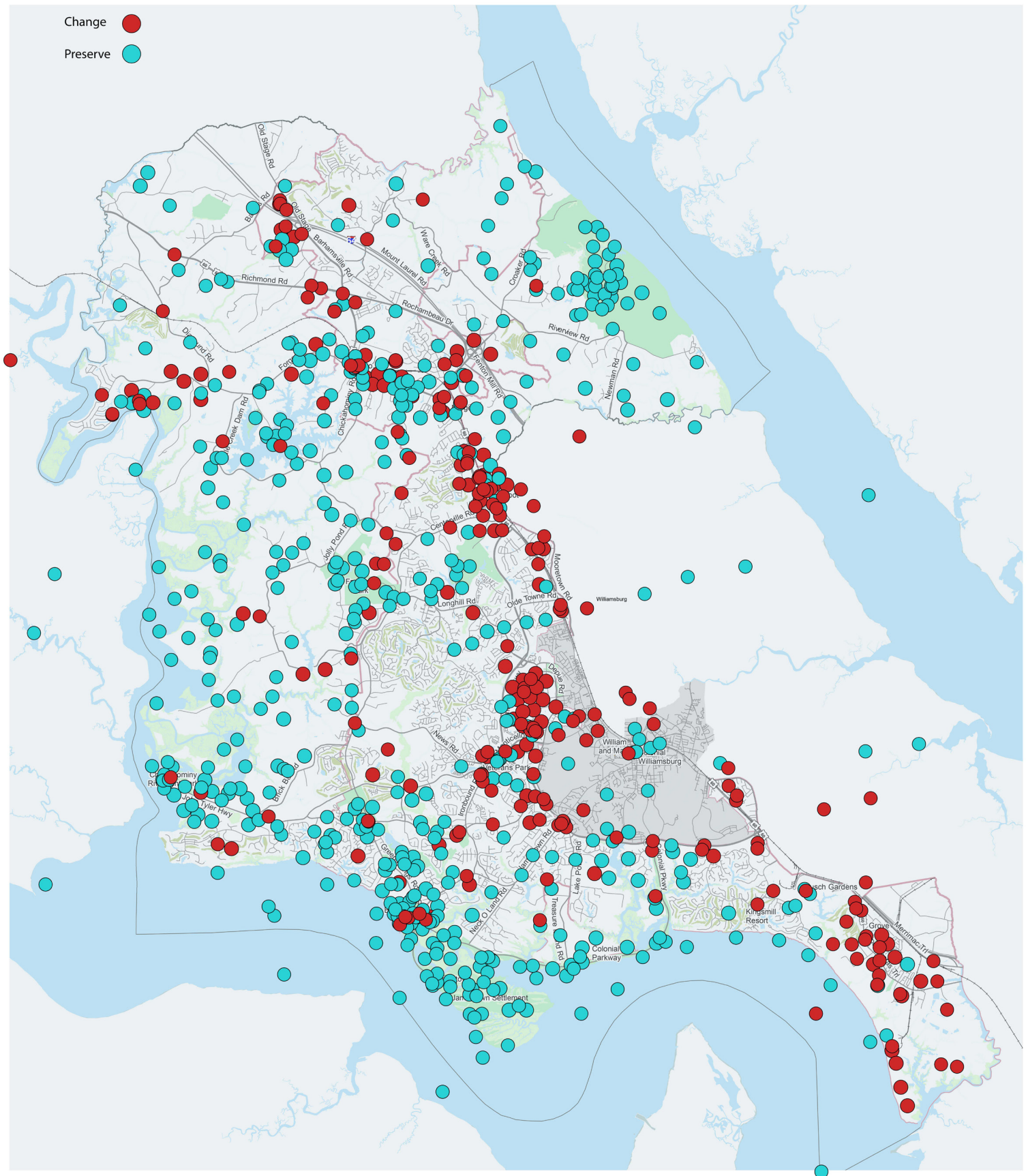


	SUMMIT	ONLINE	TOTAL	PERCENTAGE
THE NATURAL NETWORK OR GREENERY AND WATERWAYS	73	130	203	48.7%
PEOPLE WHO MAKE UP THE COMMUNITY	29	38	67	16.1%
SPECIFIC SPECIAL PLACES THAT ARE PART OF YOUR DAILY LIFE OR THAT YOU VISIT	29	35	64	15.3%
A CULTURE OF TRUST AND ENGAGEMENT	9	27	36	8.6%
THE OVERALL FEEL OF THE NEIGHBORHOODS	17	16	33	7.9%
SOMETHING ELSE	4	10	14	3.4%
<b>TOTAL</b>	<b>161</b>	<b>256</b>	<b>417</b>	<b>100%</b>

# Preserve- Change Mapping Exercise

## Preserve-Change Mapping Exercise (Summit of the Future Station 2)

The Preserve-Change mapping exercise asked participants to mark areas of the County where they desired preservation and areas where they desired some form of change, with the opportunity to add notes to selected locations explaining or supporting the selection. This exercise was available in-person during the Summit on the Future, and available online through December 18, 2019. This section summarizes the 878 total points marked by Summit and online participants. Major themes and geographic clusters are summarized here. Data from the Preserve-Change exercise will be used in the ongoing construction of the Comprehensive Plan as future growth scenarios are tested, including locations for growth and for preservation.



## Areas to Preserve – Areas for Change

The November 18th Summit on the Future included an interactive mapping exercise allowing participants to mark on a large map of James City County where they desired preservation and areas where they desired change. Participants could also leave comments explaining their choices or giving further guidance to the planning team. This exercise was also available online, with responses collected through December 18th. This analysis looks at specific clusters of Preserve-Change marks from both in-person and online participation and summarizes some common comments associated with them.

### Grove



- Redevelopment opportunities in this area
- Encourage commercial development to meet the needs of existing and future residents
- Maintain and add to affordable housing opportunities
- Do not expand industrial land uses

### York River State Park



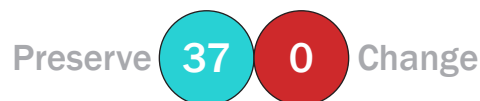
- An example of rural and natural areas that are so important to the character of the County
- Important to preserve wetlands and waterways for environmental protection
- Trails and waterways are a recreational asset for residents

### Exit 227/Upper County Park



- Preserve and enhance the Upper County Park area
- Areas of historic significance that should not be used for residential or commercial development
- An area for commercial development
- Allow development signage that can be seen from the interstate to attract business

### Jamestown Island



- Embrace James City County's history
- Preservation for Jamestown Island and Colonial Parkway
- Preserve Jamestown views up and down the river
- Maintain the area's natural look and feel

## Jamestown Settlement



- Preserve green spaces and the old campground
- Add no new development on Jamestown Road as this route can not handle any more traffic
- As a tourist attraction this area is very important to the local economy
- Marina and nearby green space are wonderful community assets
- County's park spaces are important escapes, where residents can enjoy the areas trails and waterways
- Preserve Jamestown Beach
- Add a dog beach area at Jamestown beach
- Avoid development along the County's rivers and waterways
- Need more businesses and retail in this area to fully leverage, attract and expand the local tourism economy

## New Town and Eastern State Hospital



- Redevelop surplus land at Eastern State hospital
- New Town should have been built at a higher density
- Upgrade this area with affordable living, building up, not out
- Use development to create places where people want to spend time
- New Town is an example of the kind of enlightened mixed-use that James City County could use more of
- Difficult to park and shop in this area
- Commercial development in this area suffers from vacant shops and frequent turnover

## Lightfoot



- Preserve older, established neighborhoods with lower density and plenty of trees
- Keep townhouses out of this area
- Preserve wetlands
- Colonial Towne Plaza Shopping Center looks old and run down
- Route 60 needs improvements to enhance its appearance
- Need for employment opportunities in this area
- Redevelopment needed on the site of the old Pottery
- The redeveloped pottery is always empty and has lost the character of the original
- New neighborhoods should not be built without recreational spaces to support children and families who live there
- Traffic is bad in this area. Can parallel routes be developed?



## Toano & Norge



- Support the efforts of Historic Toano
- Route 60 is an important community corridor and its growth should be handled carefully
- This area provides a small-town atmosphere within the larger community
- Make The Castle a coffee shop as a safe place to gather and with internet access for low income residents and middle school students
- There is room for growth and development in Toano, including residential growth to support the County's existing commercial uses

## Chickahominy Riverfront Park



- Chickahominy Riverfront Park is a special place, but is in need of maintenance
- A great opportunity to connect with nature and to fish
- Preserve natural areas where residents can appreciate the beauty of the County
- Important as an environmental area and as a place for recreation
- Add road improvements and a second entrance/exit
- Clear some of the wooded areas in east of property for more parking for athletic events

## Monticello Avenue (Rt. 199 to News Road)



- Preserve remaining rural and wooded areas
- Reconfigure traffic flow at Windsormeade and News Road to reduce congestion and improve safety
- Preserve the ponds around Powhatan Sanctuary
- Development of this area is appropriate but parks and open spaces should be provided for the use and enjoyment of new residents
- Preserve greenspace across from Windsormeade as a buffer to the adjacent neighborhood
- Improve this area with affordable residential opportunities, building up instead of out
- Add a bike path to Ironbound Road

## Brickyard Landing



- Preserve wetlands and marsh areas
- This area is vulnerable to flooding
- Dredge canals in this area
- Improve the facilities in Brickyard Landing to enhance for public use
- Add public facilities including multi-use trails and docks for public access

# Visual Preference Survey

## Visual Preference Survey (Summit on the Future Station 3)

A Visual Preference Survey was one element of the interactive exhibits at the November 18th Summit on the Future and was also made available online for residents not attending the Summit. This survey asked participants to select a preferred image among four given photos of different place types in residential, commercial, and other land use categories. Input from the Visual Preference Survey provides useful information to the planning team on the vision of County residents for the look and character of their community in the future with respect to different place types, designs, and densities.

The interest in this exercise from the number of responses shows the importance of community character to James City County residents. Survey participants supported a range of land use types and densities, but show a strong desire for scales, architecture, green spaces, and walkability that fit the character of the existing community and existing architectural and building styles.

The following summarizes the vote totals for each place type from both the in-person and online opportunities, as well as potential conclusions that could be reached from the voting, and also a brief narrative summary of the written feedback provided for each place type.

**STATION 3** WHAT SHOULD FUTURE GROWTH LOOK LIKE?

ENGAGE 2045  
JAMES CITY COUNTY

Place a dot below only one picture in each row that best represents your vision for this place type.  
Leave additional comments in the box on the right, referencing photo numbers if needed.

**RURAL RESIDENTIAL**

01 02 03 04 COMMENTS

**LOW-DENSITY RESIDENTIAL**

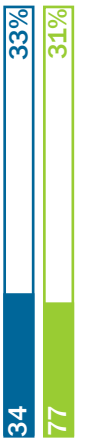
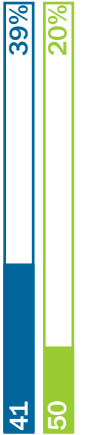
01 02 03 04 COMMENTS

**MEDIUM-DENSITY RESIDENTIAL**

01 02 03 04 COMMENTS

jamestownva.gov/engage2045

## Rural Residential



■ In Person Survey

■ Online Survey

### Potential Conclusions:

- Preference for lower density or larger lot patterns with ample open space
- Not a clear preference between conventional larger lots vs. rural cluster development patterns

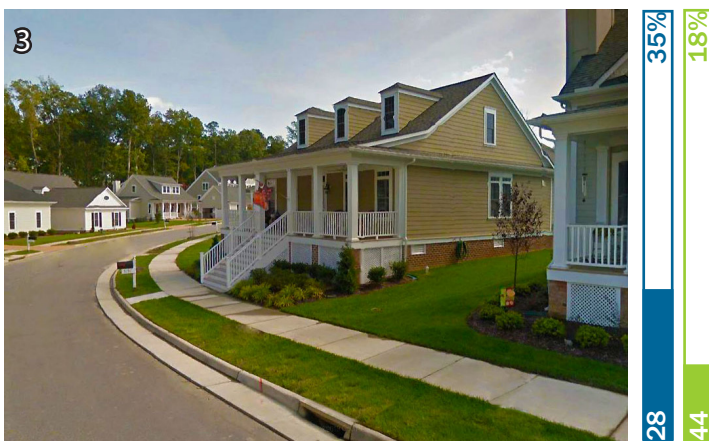
### Feedback Themes:

- A desire to preserve the environment
- More green space
- Limits on further development in rural areas
- Clustered lots could provide a sense of community with a potentially lower housing price while still preserving the character of James City County
- Clustering could reduce infrastructure costs and provide more common and/or permanently preserved open space

RURAL RESIDENTIAL	SUMMIT	ONLINE	TOTAL	PERCENTAGE
1 -	18	55	73	20.6%
2 -	41	50	91	25.7%
3 -	11	68	79	22.3%
4 -	34	77	111	31.4%
TOTAL	104	250	354	100%



## Low-Density Residential



■ In Person Survey    ■ Online Survey

### Potential Conclusions:

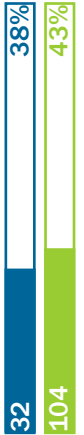
- General preference for larger lots with homes set further back from the street
- Additional preference for small homes clustered in compact neighborhoods with sidewalks

### Feedback Themes:

- Maintain as much greenery as possible and make sure areas are not too dense
- Sidewalks make neighborhoods walkable
- Huge lots are less affordable
- Higher density means more efficient use of space and more opportunities for affordable housing

LOW-DENSITY RESIDENTIAL	SUMMIT	ONLINE	TOTAL	PERCENTAGE
1 -	26	118	144	44.5%
2 -	15	56	71	21.9%
3 -	28	44	72	22.2%
4 -	13	24	37	11.4%
TOTAL	82	242	324	100%

## Medium-Density Residential



■ In Person Survey

■ Online Survey

### Potential Conclusions:

- Participants varied in their attitudes to density but supported features that preserve the charm and look of the area
- Positive elements seem to be walkability, local architectural character, and green space for residents

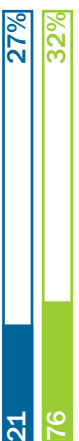
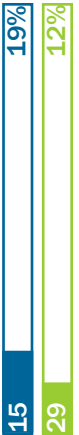
### Feedback Themes:

- Maximum height of buildings should be two stories
- Moderate density should be affordable and within walking distance of shops
- The masses of brick look institutional rather than residential
- Options that have local character and look more like individual houses are preferred
- Green spaces are visually appealing and the bricks tie in to the historic character the area is looking for and will age gracefully

MEDIUM-DENSITY RESIDENTIAL	SUMMIT	ONLINE	TOTAL	PERCENTAGE
1 -	45	116	161	49.7%
2 -	32	104	136	42.0%
3 -	4	11	15	4.6%
4 -	2	10	12	3.7%
TOTAL	83	241	324	100%



## High-Density Residential



■ In Person Survey

■ Online Survey

### Potential Conclusions:

- Strong preferences for historic character and open and shared spaces
- Open space and walkability are more important than density and height

### Feedback Themes:

- These areas attract working, younger demographics which maintains a strong, progressive community with economic sustainability
- Some options seem overdeveloped for the area and could potentially create problems with traffic and overpopulation
- Keep buildings around three stories high
- Options 3 and 4 are more attractive than others. They offer a classic look and an efficient use of space
- Prefer green spaces and public gathering spaces

HIGH-DENSITY RESIDENTIAL	SUMMIT	ONLINE	TOTAL	PERCENTAGE
1 -	3	30	33	10.5%
2 -	15	29	44	14.0%
3 -	39	101	140	44.6%
4 -	21	76	97	30.9%
TOTAL	78	236	314	100%

## Local Commercial



■ In Person Survey

■ Online Survey

### Potential Conclusions:

- Strong preference for small town / main street type local commercial rather than highway or strip commercial
- Walkability and open spaces are important

### Feedback Themes:

- Keep the rural, small neighborhood feel and character
- Implement walkable and green spaces within the development
- Develop in areas that you can get to by bike or by walking and separate the cars from pedestrian areas
- Most of our development feels local already due to the proximity to the rest of the community
- Preserve character and scale, emulating Williamsburg

LOCAL COMMERCIAL	SUMMIT	ONLINE	TOTAL	PERCENTAGE
1 -	6	45	51	15.9%
2 -	7	44	51	15.9%
3 -	13	42	55	17.1%
4 -	54	110	164	51.1%
TOTAL	80	241	321	100%



## Larger Commercial



■ In Person Survey

■ Online Survey

### Potential Conclusions:

- Low scale multi-story is okay if it has architectural interest, local character, and a mixed-use look and feel

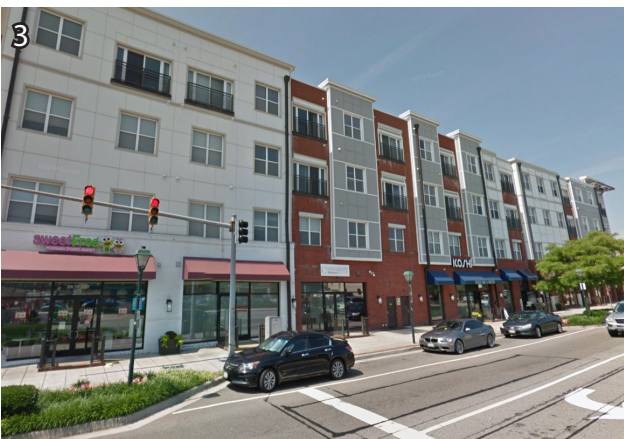
### Feedback Themes:

- Consolidate buildings, keep more open space, and preserve the character of the area
- Smaller scale is better
- Want to see the County have less sprawl, so building vertically could avoid that
- Avoid strip malls but add walkability to these areas so they are less car-centric

LARGER COMMERCIAL	SUMMIT	ONLINE	TOTAL	PERCENTAGE
1 -	21	83	104	35.9%
2 -	13	53	66	22.8%
3 -	17	62	79	27.2%
4 -	9	32	41	14.1%
TOTAL	60	230	290	100%



## Mixed-Use Residential/Commercial



■ In Person Survey

■ Online Survey

### Potential Conclusions:

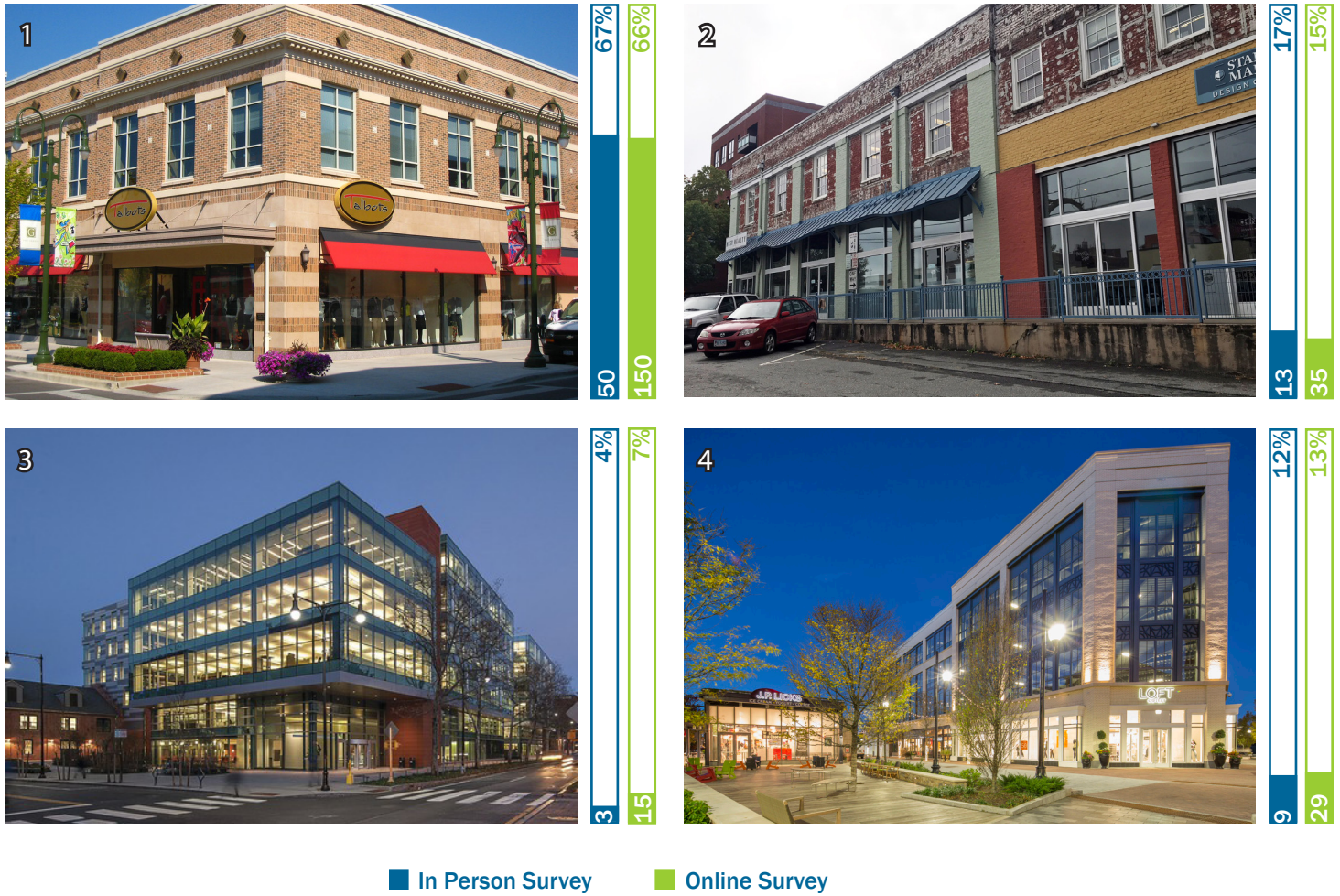
- Desire for the concept of apartments above retail spaces but only if it is smaller scale and preserves a small town feel

### Feedback Themes:

- Maintain some of the ambiance by combining commercial and housing
- This would be especially good for senior living and those who do not own a vehicle
- Preserve historic character and classic look with brick
- Keep a more small town feel and avoid large scale
- Place more of an emphasis on walking instead of driving. James City County is more focused on driving than building areas that are accessible to neighborhoods on foot

MIXED-USE RES. /COMM.	SUMMIT	ONLINE	TOTAL	PERCENTAGE
1 -	22	81	103	33.6%
2 -	32	93	125	40.7%
3 -	7	17	24	7.8%
4 -	16	39	55	17.9%
TOTAL	77	230	307	100%

## Mixed-Use Commercial/Office



## Potential Conclusions:

- Small scale and town-like character is important
- General preference for lower (2-3 story) over mid-rise buildings

## Feedback Themes:

- These need to have a small-town appearance
- Height limits should be three stories
- Keep a "classic" look - less glass and metal
- Good pedestrian areas. Have less roads and encourage more walking
- The landscaping livens up the space and makes it more pleasant

MIXED-USE COMM. /OFFICE	SUMMIT	ONLINE	TOTAL	PERCENTAGE
1 -	50	150	200	65.8%
2 -	13	35	48	15.8%
3 -	3	15	18	5.9%
4 -	9	29	38	12.5%
TOTAL	75	229	304	100%



## Industrial



■ In Person Survey

■ Online Survey

### Potential Conclusions:

- Participants favored lower scale industrial that fits more with small town character
- Landscaping is important

### Feedback Themes:

- Would like to see more old-fashioned looking architecture and a better feel for the rural character of the area
- Avoid huge parking lots
- If an old building could be reused for industrial purposes, that would be ideal

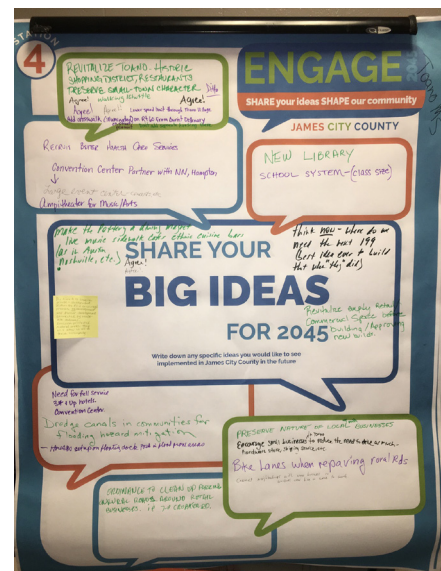
INDUSTRIAL	SUMMIT	ONLINE	TOTAL	PERCENTAGE
1 -	8	55	63	20.8%
2 -	39	97	136	44.9%
3 -	21	49	70	23.1%
4 -	4	30	34	11.2%
TOTAL	72	231	303	100%

# Big Ideas Board

## Big Ideas Board (Summit on the Future Station 4)

At the Summit workshops, participants were provided the opportunity to share their “big ideas” for James City County in 2045. They were asked to consider the big ideas for James City County in a broad sense without limitations for their ideas. There were a significant number of ideas related to transportation, the environment, and economic development and several others related to public facilities, housing, the Engage 2045 process, and other topics.

Participants’ big ideas were shared via notations on sticky notes attached to a presentation board. These ideas were then reviewed and sorted by planning topics and are listed below. The abbreviations in parentheses for each idea identify the Summit on the Future workshop location where the idea was shared.



## Transportation

Many big ideas included support for additional bicycle and pedestrian paths and connecting the places people want to go.

- Bike paths along roads (BMS)
- Bike paths along major roads (BMS)
- Bike path network (BMS)
- Bike paths separate from traffic and bike lanes when no paths possible (BMS)
- Expand bike trails (BMS)
- Bike lanes when repaving rural roads (TMS)
- More circuits for walking/jogging/biking/etc. (GC)
- Maintain bike paths, too much grass overgrowth! (JHS)
- Expand connected network of bike paths (JHS)
- Safer bike paths separated from traffic (JHS)
- Bicycle share program (BMS)
- Lots of sidewalks (BMS)
- More sidewalks (JHS)
- Sidewalks, bike paths, areas to congregate as a community (JHS)
- Cross walks! (JHS)
- Add crosswalk (illuminated) on Rt 60 from Burnt Ordinary (TMS)
- Walking/shuttle (TMS)
- Innovation in neighborhood design pedestrian (BMS)
- Connect schools, neighborhoods, etc. with stores, schools, parks, with a robust bicycle, pedestrian infrastructure (HMS)
- Always consider walking, more trails connecting neighborhoods (JHS)
- Please increase bicycle paths linking residential neighborhoods with shopping centers (JHS)
- Connect neighborhoods with new businesses so workers can bike or walk to work. (TMS)

Some participants identified big ideas for increased public transit including new bus lines, rail, and connection to other transportation modes including airports.

- Public transportation -> more frequent and wider reaching bus route/schedule (BMS)
- Public Transportation to Fort Eustis, Hampton (BMS)
- Light Rail (BMS)
- Bus line to Hornsby (HMS)
- Bus transportation for Hornsby - W&M tutors, etc. (HMS)
- Bus line to schools (HMS)
- Growth/coordinate public transportation with public health service and public housing (JRES)
- Planning to accommodate aging population, affordable and accessible housing and transportation (JRES)
- Add bus shelters for public transit. Ex Rt 60 and proper lighting (JRES)
- Look at public transportation (bus system) in Chapel Hill NC, try to emulate it. Set new housing/business to support it. (GC)
- Not just roads; planes (KJGG/Williamsburg James City County Airport), Train (Amtrak) might be in Williamsburg but key to accessibility. (GC)

A few ideas relate to roads and future of road capacity.

- 199 Never become a "464"...local only (BMS)
- Road improvement/maintenance for denser population (HMS)
- Think now - where do we need the next 199 (best idea ever to build that when "they" did) (TMS)

## Environment

Many ideas indicate support for a broad array of sustainability, resilience, and environmental stewardship measures, including: electric personal vehicle and bus infrastructure; solar energy; composting, recycling, and waste management; protection of tree canopy, land, and night skies; and hazard mitigation.

- Electric buses (BMS)
- Free electric car chargers in general areas (BMS)
- Residential solar (BMS)
- Solar panels allowed everywhere (BMS)
- Screen solar farms with tall berms, then landscaping (HMS)
- Promote composting (BMS)
- Provide recycling (BMS)
- Ordinance to clean up parking in rural roads. Around retail business (i.e., 7-11 Croaker Rd.) (TMS)
- Urban tree canopy, responsible stormwater management (JHS)
- Down arrow for up arrow tree cutting clear land, plant elsewhere in County [County interpretation, if you clear trees you have to plant trees elsewhere] (BMS)
- PDR Bond Issue (JRES) [Interpreted as "Purchase of Development Rights"]
- More efficient street lighting to reduce light pollution (JHS)
- Dredge canals in communities for flooding hazard mitigation (TMS)
- Plan for orderly retreat from shorelines lost to sea level rise (JHS)
- Develop areas as an evacuation for weather events, (i.e., hurricane). We have the hotels and restaurants to support (BMS)
- Houses setup on floating dock posts in flood prone areas (TMS)

## Economic Development

Some responses support specific efforts to attract businesses, varying from large tech companies to small local businesses.

- Need new employment like Google to attract high income jobs to offset older dying population (BMS)
- Attract entrepreneurs with grants/investment (BMS)
- Revitalize empty retail/commercial space before building/approving new builds (TMS)
- Preserve nature of local small businesses (TMS)
- Encourage small businesses in Toano to reduce the need to drive as much - hardware store, shipping service, etc. (TMS)

Some responses support specific institutions or businesses including libraries, medical facilities, airports, convention centers, hotels, amphitheaters, and wholesale clubs.

- Cancer treatment hospital (BMS)
- Large event center - concerts, etc. (TMS)
- Amphitheater for music/arts (TMS)
- Need for full service 3 star and up hotels. Convention center (TMS)
- Convention center partner with NN, Hampton (TMS)
- Need to include airport as significant asset (GC)
- Need space solution for OTMD + SS, they are at capacity now (JRES)[Interpreted as "Olde Towne Medical Center and Social Services"]
- Would love to see Costco (potentially old K-mart) or old JC Penney building (HMS)

## Population Needs

These ideas promote supportive services for at-risk populations.

- Community support for individuals w/mental health issues (BMS)
- Homeless shelter (BMS)
- Innovation mental health care - factoring caregiver in community design (BMS)
- Fewer vacant commercial space, for family service (i.e., family counseling, pre-k) more localization at risk (JRES)
- Recruit better health care services (TMS)

Some responses promote the addition of school and preschool capacity.

- Build another high school due to increasing population (HMS)
- Dedicated pre-school buildings - park in site specific space for/designed for them
- School system class size (TMS)
- Focus on burden to services, schools, police, etc. (JHS)

## Public Facilities

Respondents had ideas requesting improvement or stability in community services including internet (FIOS), library improvements, and water.

- FIOS or other fiber optic network (BMS)
- Allow FIOS into entire County (BMS)
- FIOS or other competition besides COX (BMS)
- New library (TMS)
- Library is great but could be better, open longer hours on Sunday and Friday (JHS)
- 21st century library with technology and community space, all ages (JHS)
- Secure affordable water source for the future (BMS)

## Housing

These responses primarily support additional housing, with specific support for affordable housing, co-housing, and workforce housing.

- Workforce Housing (BMS)
- Develop a co-housing community in JCC (BMS)
- Yes - co-op co-housing central community space with small houses (BMS)
- Allow HOAs to have co-housing set up (BMS)
- Affordable and quality housing (BMS)
- Affordable Housing (BMS)
- Affordable housing for local income families (HMS)
- Affordable housing friendly zoning (JHS)



## Engage 2045 Planning Process

Several ideas include requests to lead the process with vision and values, consider both Williamsburg and the region, include innovative planning practices, and be clear and transparent about data, and assumptions used in the Engage 2045 process.

- Lead with vision and values (JHS)
- Consider Williamsburg in this study - it effects James City County (GC)
- Include liberating structures (facilitation strategy) like the world café in Planning (JHS)
- Local planning integrated within to regional planning (JHS)
- Transparency between those that call JCC home (JHS)
- What assumptions are you making about conditions 25 years from now: Transportation; communications; services etc.? (GC)

## Land Use

Some big ideas support “mixed use” development either generally or in specific places.

- Zoning to deal with progressive issues, solar farms, short term rentals etc.
- Encourage shopping, dining, etc. adjacent to independent living to allow greater access (HMS)
- More efficiency use mixed use - space. We clearly have two spaces (New Town and High Street) (JRES)
- Rezone state owned property at Eastern State for Mixed Use (BMS)
- More mixed use :-)! (JHS)
- Make the Pottery a dining magnet with live music, sidewalk cafes, ethnic cuisine, bars (like Austin, Nashville, etc. (TMS)  
[2 other participants specifically indicated they agree]

## Community Character

A few responses indicate big ideas related to community character for the County or a specific area.

- Keep the “small town” effect! (GC)
- Let’s make this a fun family and young person’s place to enjoy recreation, community (BMS)
- Its time to re-imagine growth and development. Within the PSA encourage and promote re-development and denser development connected by multi-use avenues. Envision protected natural areas - they will allow us all to thrive ultimately. (TMS)
- Revitalize Toano - Historic shopping district, restaurants, preserve small town character(TMS) [5 other participants specifically indicated they agree]

## Parks and Recreation

Some ideas support additional trails and parks, with the Virginia Capital Trail the most frequently referenced.

- VA capital trail attracts young people and it’s an amazing resource. (BMS)
- I love the Capital Trail, please extend it into CW (BMS)
- The VA Capital trail attracts recreation enthusiasts and tourism! (BMS)
- Expansion of VA Capital Trail/Support Birthplace of America Trail (JHS)
- Parks and recreation is important (GC)
- More dog parks, more dog friendly (JHS)



# Online Comment Cards

## Online Comment Cards

The Engage 2045 web page contains a “Share Your Ideas” section that allows visitors to express topics of interest and leave comments on general Comprehensive Plan and planning-related issues. These comments will continue throughout the plan update process but are summarized here through November 2019.

### Which of the following topics are most important to address in the County’s Comprehensive Plan?

Topic	Responses
<i>Rural area protection</i>	<b>17</b>
<i>Public safety</i>	<b>11</b>
<i>Water resources</i>	<b>10</b>
<i>Growth and development</i>	<b>9</b>
<i>Jobs and businesses</i>	<b>9</b>
<i>Housing and neighborhoods</i>	<b>6</b>
<i>Parks, recreation and greenways</i>	<b>5</b>
<i>Other</i>	<b>4</b>
<i>Transportation</i>	<b>3</b>
<i>Community character</i>	<b>2</b>
<i>Social services</i>	<b>1</b>
<i>Government facilities</i>	<b>0</b>

## **Transportation**

- Residents expressed concerns about the ability of Route 199 to handle the traffic associated with continued growth.
- Residents support increasing pedestrian and bicycle trails and connected trail gaps as an amenity for residents and as a tourist attraction that will benefit the local economy.
- The Virginia Capital Trail should be extended from its current terminus at the Jamestown Settlement to reach the City of Williamsburg itself.
- Trails including connections to the Williamsburg train station, along Riverview Road to York State Park, and a pedestrian and bicycle fly-over of Route 60 are desirable.
- Some roads should be widened to accommodate safe bike lanes, including Route 612, Longhill Road west of Humelsine Parkway, and News Road.
- Passenger rail service to Richmond, Washington D.C., and Virginia Beach would be desirable.
- Autonomous vehicle issues and electric vehicle charging should be considered as a part of the Comprehensive Plan update process.

## **Environment**

- The County's rural areas and open spaces are assets to be protected.
- Growth and development threatens outlying rural lands.
- Water quality is an important factor in environmental health as well as a contributor to community recreation.

## **Economic Development**

- The County should support existing businesses and work to bring in new businesses that provide jobs and contribute to the local economy.
- There are many unused or underused commercial properties in the community. Reuse of vacant properties should be a priority over building new commercial developments.
- Growth, and associated traffic, must not be allowed to harm the area's important tourism industry.
- The County should reduce its emphasis on bringing in new businesses as commercial space is currently overbuilt.

## **Population Needs**

- Growth is necessary so that the community can have public facilities, services, and amenities.
- The County's aging population means that attracting and retaining healthcare providers and facilities will be very important.
- Assisted living and other senior housing will be needed as the population of the County ages and as older people move to the County.
- The County should consider special needs populations and the homeless in planning for housing and land use in the future.

## **Public Facilities**

- It is critical that the County develop its own water resources rather than relying on others for water supply.
- The County's libraries are valued by residents and should continue to expand with branches near where people live. Libraries should be a priority and should meet the technology needs of the 21st century.
- Existing growth has placed pressure on local schools, which may be overcrowded. The County must plan for schools that accommodate a growing population, including the need for a new high school. May need a new high school to accommodate growth.

## **Housing**

- Housing in James City County displays the large divide between the very wealthy and the very poor.
- There is a great need for housing for very low-income families and individuals, including food service and hospitality workers who contribute to the area's tourism economy.

## **Land Use**

- New Town is a good model for future growth.
- Many residents expressed concerns about the pace of residential and commercial growth and its impacts on open space and traffic congestion.
- Growth is occurring too fast and in an uncontrolled manner that threatens the character of the community and rural and natural open spaces.
- Many residents support growth in the County but desire managed growth with consideration for public schools, transportation, and the preservation of outlying rural areas.
- Would like to see measured growth and the preservation of the County's natural beauty.
- Protect farmland, rural areas, open space, and natural features from future development.
- Plan for developments that are walkable and that include public spaces.
- Commercial development along Monticello Avenue near Route 199 should be avoided.
- Rural areas near Exit 277 from Interstate 64 should be preserved.

## **Community Character**

- Many County residents note that they moved to the area because of its rural character and feel that this character is now threatened by growth.
- James City County has done a good job of avoiding large, unattractive corridor signage.
- The County government should work to promote cultural diversity.
- Residents desire proactive communication that lets residents know what is going on in the community.

## **Parks and Recreation**

- Parks and open spaces should be provided that keep pace with the County's population growth.
- Free opportunities for children to play are especially important to County residents and in attracting young people to the area.
- The James City County Marina has become dilapidated and should be revitalized as a community asset.